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RETAIL TRADE
1950



RETAIL TRADE
1950

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NOTICE

The Industry and Merchandising Division of the Bureau of Statistics collects and compiles figures on (a) the primary industries in Canada – mining, forestry, and fishing; (b) manufacturing; (c) construction; and (d) merchandising and services.

For the purpose of annual compilation and publication, reports on merchandising and services have been classified as follows:

Part I – Wholesale Statistics

- A Wholesale Trade, 25¢.
- * B Operating Results of Food Wholesalers, 25¢.
- * C Operating Results of Dry Goods, Piece Goods, and Footwear Wholesalers, 25¢.
- * D Operating Results of Miscellaneous Wholesalers (automotive equipment, drugs, hardware, plumbing and heating equipment), 25¢.

Part II – Retail Statistics

- E General Review, 25¢.
- F Retail Trade, 50¢.
- G Retail Chain Stores, 50¢.
- * H Operating Results of Chain Food Stores, 25¢.
- * I Operating Results of Chain Clothing Stores, 25¢.
- * J Operating Results of Miscellaneous Chain Stores (variety, drug, furniture), 25¢.
- K Operating Results of Retail Food Stores, 25¢.
- L Operating Results of Retail Clothing Stores, 25¢.
- M Operating Results of Retail Hardware, Furniture, Appliance, and Radio Stores, 25¢.
- N Operating Results of Filling Stations and Garages, 25¢.
- O Operating Results of Miscellaneous Retail Stores, 25¢.
- P Retail Consumer Credit, 25¢.

Part III – Services and Special Fields

- Q Laundries, Cleaners and Dyers, 25¢.
- R Motion Picture Theatres, Exhibitors, and Distributors, 25¢.
- S Hotels, 25¢.
- T Sales Financing, 25¢.
- U Farm Implement and Equipment Sales, 25¢.
- V New Motor Vehicle Sales and Motor Vehicle Financing, 25¢.

The reports are punched to permit of filing in a ring binder.

* Biennial reports – not issued for 1950.

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RETAIL TRADE

1950

A billion dollar increase in Canada's retail trade in 1950, equivalent to a 12% gain, raised sales to an unparalleled total of \$9,467,400,000. In 1949, sales were estimated to be \$8,427,900,000.

Over one-half of the total increase in sales volume was accounted for by motor vehicle dealers' sales which surged ahead at a phenomenal rate in 1950 as new vehicle distribution proceeded on a scale not previously approached. The increase in sales volume of motor vehicle dealers, from \$1,030,500,000 in 1949 to \$1,553,700,000 in 1950, was sufficient to enable that trade to overtake the grocery and combination store trade and gain first ranking among the individual kinds of business in point of dollar sales volume.

With construction proceeding apace on industrial, commercial and residential building in 1950, the retail lumber and building materials trade experienced a marked expansion in business. Sales were 25% ahead of 1949 dollar volume, the result of an increase from \$278,200,000 in 1949 to \$348,900,000 in 1950.

Only the two trades mentioned above equalled the overall increase of 12%, yet only five out of the twenty-one classifications for which results are reported showed lower sales in 1950 compared with 1949. Women's apparel stores suffered the greatest setback, sales declining 11% from \$181,100,000 in 1949 to \$161,100,000 in 1950. Minor reductions in sales volume occurred in the following kinds of business; country general stores, men's clothing stores, shoe stores and tobacco stores.

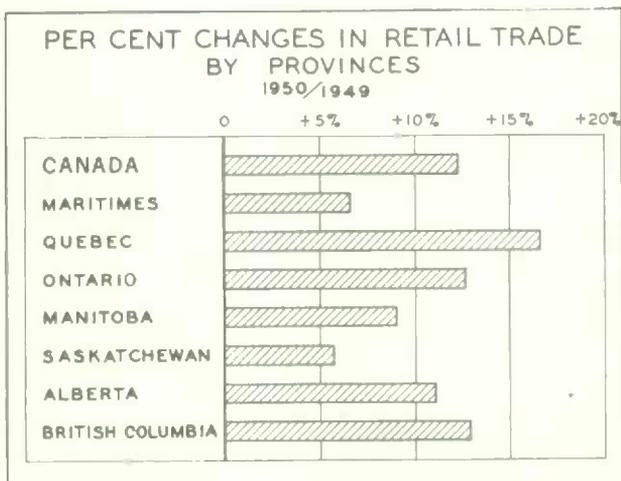
The buoyant state of the retail market during 1950 can be attributed to the prevailing high level of consumer income and, to some extent, to the increasing tension in international affairs following the start of the Korean struggle. The immediate impact of this latter event was less spectacular in Canada than in the United States, but it is remarkable that the rate of sales increases grew during the latter part of 1950.

Price increases also accelerated during 1950, but the extent to which they were a factor in the sales increases cannot be easily determined. Apart from the motor vehicle trade, where it is known that the number of units sold was 61% higher in 1950 than in 1949, it is likely that physical turnover of merchandise was actually lower for many items in 1950 than in the preceding year. The following price changes suggest the degree to which some of the sales increases reported might have been affected by price changes:

Commodity Group	Percent Change in Retail Prices 1950/1949
Food	+ 10
Clothing	+ 2
Home Furnishings and Services	+ 8
Miscellaneous	+ 7

All provinces shared in the expansion of retail business last year. Quebec's 17% increase was the largest recorded. Results for Alberta, Ontario and British Columbia showed increases approximating the average gain for the country as a whole (12%). In other provinces, increases ranged from 6% to 9%.

In 1950, the five leading trades (by dollar sales volume) accounted for 51.2% of all retail sales compared with 49.7% in 1949. The major shift was the ascent of motor vehicle dealers from second to first place, their sales being 16.4% of all retail sales in 1950 as against 12.2% in 1949. At the same time, grocery and combination store sales, which increased 9% in 1950, were 15.3% of the total in that year whereas they had formed 15.9% a year previously. The following table shows the position of the five leading trades, in their relation to the total:



Major Trades Related to Total Volume - 1941, 1948, 1949 and 1950

(Millions of Dollars)

Selected Trades	1941		1948		1949		1950	
	Sales	Percent of Total						
Retail Trade - Total	3,436.8	100.0	7,839.3	100.0	8,427.9	100.0	9,467.4	100.0
Grocery & Combination Stores	567.3	16.5	1,254.5	16.0	1,336.9	15.9	1,450.6	15.3
Department Stores	377.8	11.0	803.1	10.2	855.5	10.2	872.4	9.2
Motor Vehicle Dealers	360.2	10.5	833.9	10.6	1,030.5	12.2	1,553.7	16.4
Country General Stores	213.3	6.2	477.3	6.1	478.9	5.7	474.4	5.0
Garages & Filling Stations	205.1	6.0	440.5	5.6	483.0	5.7	493.0	5.3
Total, 5 Trades	1,723.7	50.2	3,809.3	48.5	4,184.8	49.7	4,849.1	51.2
All Other Trades	1,713.1	49.8	4,030.0	51.5	4,243.1	50.3	4,618.3	48.8

The year 1950 was one in which consumer credit was extended on a much wider scale. At the year end, accounts outstanding for consumer goods increased about 28% compared with the previous year. This is a particularly important factor in the case of durable merchandise such as motor vehicles, furniture, appliances, radios and jewellery. The sales position, therefore, does not necessarily reveal exactly the pattern of consumer cash disbursements for merchandise.

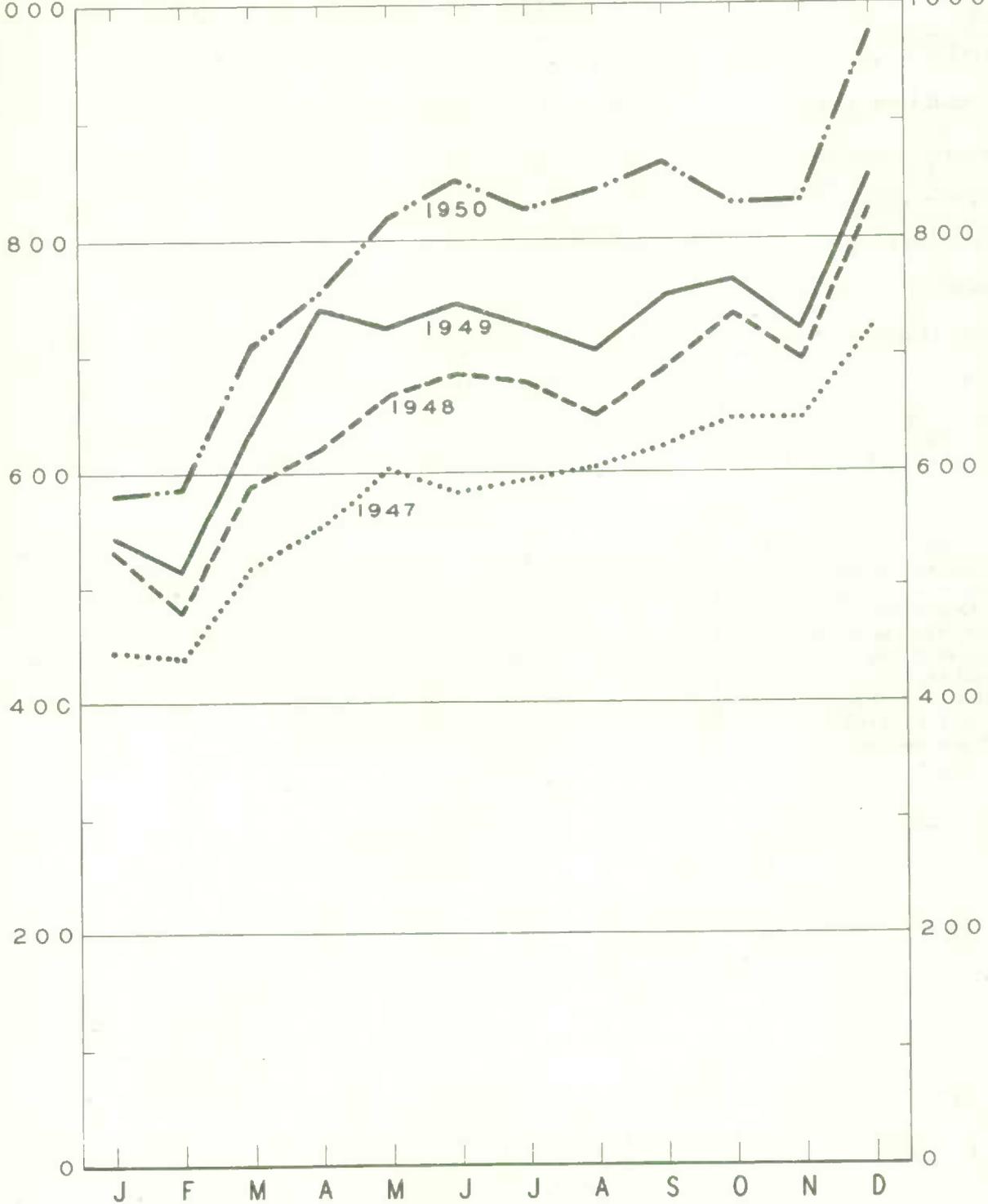
It should be noted that a part of the sales increase reported between 1949 and 1950 was due to the net growth in the number of retail establishments in operation. This factor would be more prominent in areas where expansion of economic activity was particularly vigorous. On an overall basis, it is estimated that about 5% of the sales increase was accounted for by new entrants into the retail field.

TOTAL RETAIL TRADE

— BY MONTHS —

\$ MILLIONS
1000

\$ MILLIONS
1000



MERCHANDISING AND SERVICES

TABLE 1. Estimated Retail Trade – By Provinces and Kinds of Business, 1941, 1948, 1949 and 1950
(in millions of dollars)

No.	Kind of Business	Canada				Maritimes				Quebec			
		1941	1948	1949	1950	1941	1948	1949	1950	1941	1948	1949	1950
1	Total All Trades	3,436.8	7,839.3	8,427.9	9,467.4	282.8	593.1	613.8	654.5	818.7	1,809.3	1,890.7	2,205.2
2	Grocery & Combination Stores	567.3	1,254.5	1,336.9	1,450.6	56.4	114.0	114.2	119.6	163.8	378.6	399.3	426.1
3	Meat Stores	80.0	170.2	176.1	182.0	2.1	4.5	5.1	4.7	26.2	48.8	50.1	52.2
4	Country General Stores	213.3	477.3	478.9	474.4	26.8	70.7	64.4	59.8	49.3	102.4	101.3	100.8
5	Department Stores	377.8	803.1	855.5	872.4	28.7	58.3	63.8	62.6	58.5	130.2	135.2	139.6
6	Variety Stores	85.2	155.9	163.7	170.3	11.3	16.7	17.6	17.7	22.7	46.5	47.6	49.9
7	Motor Vehicle Dealers	360.2	833.9	1,030.5	1,553.7	30.9	57.1	66.5	96.1	68.3	173.2	195.7	336.5
8	Garages & Filling Stations	205.1	440.5	483.0	498.0	15.0	30.1	31.5	34.0	40.8	95.0	102.2	111.2
9	Men's Clothing Stores	79.9	165.5	172.2	171.6	6.9	13.8	14.0	12.0	20.2	40.6	41.6	38.7
10	Family Clothing Stores	73.8	158.6	156.8	160.5	7.5	16.4	17.1	17.8	25.3	54.4	49.9	50.6
11	Women's Clothing Stores	71.1	167.8	181.1	161.1	4.0	9.2	9.4	10.9	18.1	40.9	49.9	46.7
12	Shoe Stores	44.0	90.6	95.4	92.7	3.5	5.8	6.5	8.1	12.5	24.2	28.5	27.1
13	Hardware Stores	73.1	183.8	193.9	198.1	5.0	11.3	11.2	11.2	16.7	42.1	42.4	45.4
14	Lumber & Building Materials Dealers	79.8	253.0	278.2	348.9	4.4	6.4	6.5	7.3	11.9	31.4	32.4	40.2
15	Furniture Stores	64.1	147.5	148.9	159.6	4.3	8.6	8.7	8.2	21.3	41.4	40.9	48.8
16	Appliance & Radio Stores	45.9	111.2	130.7	144.9	2.1	9.5	12.4	9.8	10.3	29.1	32.6	37.0
17	Restaurants	126.6	296.6	321.5	339.5	7.6	12.2	13.1	14.8	27.6	52.0	62.0	68.4
18	Coal & Wood Dealers	98.6	179.2	179.3	194.3	7.5	13.4	11.8	12.0	22.1	39.6	41.3	46.2
19	Drug Stores	100.9	187.1	199.7	208.1	8.3	15.4	15.9	17.1	18.1	36.8	38.5	41.9
20	Jewellery Stores	38.4	70.6	74.3	78.9	2.8	5.2	6.3	6.1	9.3	20.0	19.1	20.6
21	Tobacco Stores	43.2	81.0	84.8	80.9	1.7	2.1	3.6	3.2	12.8	21.1	22.4	20.6
22	All Other Trades	608.7	1,611.6	1,686.6	1,926.9	45.7	112.2	114.1	121.4	163.0	361.2	357.7	456.7

Note. Any slight differences between the totals and their components in the tables in this bulletin, are due to the rounding of the figures.

RETAIL TRADE

TABLE 1. Estimated Retail Trade — By Provinces and Kinds of Business, 1941, 1948, 1949 and 1950
(in millions of dollars)

Ontario				Manitoba				Saskatchewan				Alberta				British Columbia				No.
1941	1948	1949	1950	1941	1948	1949	1950	1941	1948	1949	1950	1941	1948	1949	1950	1941	1948	1949	1950	
1,407.0	3,022.3	3,234.5	3,643.9	210.8	493.2	556.3	606.2	186.9	458.6	519.5	548.9	221.1	592.0	673.1	747.7	309.6	870.8	940.0	1,061.0	1
230.7	486.7	529.3	577.0	26.1	54.1	58.1	61.9	19.8	42.4	47.2	50.4	25.2	59.9	66.8	78.3	45.3	118.8	122.1	137.3	2
31.4	59.5	59.5	63.8	2.6	6.3	8.0	7.3	3.2	8.3	8.3	8.2	5.3	13.0	13.9	15.6	9.1	29.7	31.2	30.3	3
44.3	98.9	94.2	93.8	17.0	33.2	35.0	38.3	32.7	76.4	85.2	79.3	27.2	62.4	65.4	66.7	16.1	33.4	33.4	35.7	4
151.5	304.0	320.2	325.1	56.7	115.4	126.1	130.4	17.6	41.6	44.8	42.5	20.5	51.1	56.5	59.2	44.4	102.5	108.9	113.0	5
37.6	69.0	73.8	78.6	2.4	4.4	4.4	4.2	2.7	4.7	4.9	4.6	3.9	6.7	7.6	7.8	4.6	7.9	7.8	7.5	6
151.3	327.7	394.6	559.2	18.7	50.3	75.1	101.9	25.9	54.1	63.9	107.6	31.1	63.2	77.7	95.6	33.9	108.3	156.9	256.8	7
97.2	176.7	196.7	212.7	10.6	26.6	27.7	28.3	10.6	33.0	40.9	33.6	14.0	33.2	32.2	36.0	16.8	45.8	51.9	42.3	8
37.0	72.2	75.8	80.8	2.9	6.5	7.8	7.5	2.4	5.1	5.1	5.9	4.0	10.2	11.7	11.4	6.4	17.0	16.2	15.2	9
25.3	48.0	49.1	50.7	2.6	7.1	6.4	6.0	5.1	9.8	11.1	11.1	3.2	7.1	7.3	7.9	4.9	15.8	16.0	16.4	10
32.2	69.9	69.1	54.2	2.8	6.0	6.6	6.0	2.1	6.4	7.8	7.6	3.7	11.2	13.8	12.4	8.2	24.3	24.6	23.4	11
20.5	44.0	43.7	41.5	1.5	2.8	2.9	2.7	.9	1.7	1.8	1.7	1.5	2.8	3.7	3.9	3.7	9.3	8.2	7.6	12
27.2	60.8	66.1	65.6	4.2	10.6	11.9	12.0	7.2	15.0	15.7	14.7	7.8	24.5	27.0	29.5	4.9	19.5	19.7	19.6	13
32.6	101.9	110.0	158.9	7.2	30.7	32.9	37.3	9.3	27.2	30.4	30.9	9.2	32.4	37.1	41.3	5.2	23.1	28.8	33.1	14
27.1	66.1	67.2	70.7	1.1	3.5	3.9	4.1	1.2	2.8	3.1	2.7	3.5	9.3	9.2	9.2	5.5	15.9	15.8	15.9	15
21.8	48.7	56.9	66.0	2.9	3.9	4.5	5.5	1.6	4.0	3.8	3.6	2.1	5.9	11.3	11.3	4.9	10.1	9.2	11.6	16
51.6	125.6	129.0	137.3	7.8	21.2	24.9	26.5	6.8	15.9	17.2	17.1	10.4	27.9	29.9	32.5	14.7	41.7	45.4	43.0	17
53.8	93.1	94.6	100.7	6.2	12.6	12.9	14.2	3.4	8.4	7.4	9.2	1.3	1.9	2.0	1.3	4.3	10.3	9.3	10.6	18
49.2	81.3	90.0	90.5	6.2	12.8	13.2	13.6	5.0	8.8	9.7	10.4	5.9	12.2	12.4	13.9	8.3	19.8	19.9	20.7	19
17.0	27.3	28.6	30.5	2.2	4.2	4.9	4.4	1.3	1.5	1.6	2.4	1.9	3.7	4.2	5.3	3.9	8.7	9.7	9.7	20
21.2	44.4	44.1	42.6	1.3	1.3	1.3	1.2	.9	1.9	2.4	2.3	1.7	2.6	3.0	3.0	3.5	7.6	8.0	7.8	21
246.5	616.4	642.0	743.7	27.6	79.7	87.6	92.9	27.3	89.8	107.4	103.0	37.6	150.7	180.6	205.5	60.9	201.5	197.2	203.7	22

TABLE 2. Percentage Changes in Retail Trade - 1950-49 By Provinces and Kinds of Business

Kind of Business	Canada	Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Total - All Trades	+12.3	+ 6.6	+16.6	+12.7	+ 9.0	+ 5.7	+11.1	+12.9
Grocery & Combination Stores	+ 8.5	+ 4.7	+ 6.7	+ 9.0	+ 6.5	+ 6.8	+17.2	+12.5
Meat Stores	+ 3.4	- 8.1	+ 4.2	+ 7.2	- 9.1	- 1.0	+12.2	- 2.8
Country General Stores	- 0.9	- 7.2	- 0.6	- 0.4	+ 9.3	- 6.9	+ 2.1	+ 6.8
Department Stores	+ 2.0	- 1.9	+ 3.3	+ 1.5	+ 3.4	- 5.1	+ 4.8	+ 3.8
Variety Stores	+ 4.1	+ 0.2	+ 4.7	+ 6.5	- 5.0	- 4.3	+ 3.4	- 3.0
Motor Vehicle Dealers	+50.8	+44.5	+71.9	+41.7	+35.7	+68.4	+22.9	+63.7
Garages & Filling Stations	+ 3.1	+ 8.2	+ 8.8	+ 8.1	+ 2.1	-17.9	+11.6	-18.5
Men's Clothing Stores	- 0.4	-14.0	- 7.0	+ 6.7	- 3.8	+14.5	- 2.7	- 5.6
Family Clothing Stores	+ 2.4	+ 4.0	+ 1.4	+ 3.3	- 5.2	- 0.1	+ 8.2	+ 2.7
Women's Clothing Stores	-11.0	+16.5	- 6.4	-21.6	-10.4	- 1.7	-10.2	- 5.0
Shoe Stores	- 2.8	+24.4	- 5.0	- 4.9	- 8.2	- 8.6	+ 7.1	- 7.4
Hardware Stores	+ 2.2	+ 0.2	+ 7.2	- 0.7	+ 0.8	- 6.3	+ 9.6	- 0.5
Lumber & Building Materials Dealers	+25.4	+12.9	+23.9	+44.4	+13.2	+ 1.4	+11.4	+14.7
Furniture Stores	+ 7.2	- 5.7	+19.2	+ 5.2	+ 3.8	-12.8	- 0.2	+ 0.4
Appliance & Radio Stores	+10.9	-21.1	+13.7	+16.0	+22.6	- 5.5	+ 0.5	+26.1
Restaurants	+ 5.6	+12.2	+10.4	+ 6.4	+ 6.5	- 0.6	+ 8.5	- 5.3
Coal & Wood Dealers	+ 8.4	+ 1.9	+11.9	+ 6.4	+10.0	+25.4	-33.3	+13.6
Drug Stores	+ 4.2	+ 7.8	+ 8.8	+ 0.5	+ 3.1	+ 8.1	+11.7	+ 3.6
Jewellery Stores	+ 6.2	- 3.5	+ 7.8	+ 6.5	- 9.5	+56.1	+28.2	1
Tobacco Stores	- 4.6	-11.9	- 8.1	- 3.2	- 3.1	- 1.3	+ 2.4	- 2.6
All Other Trades	+14.2	+ 6.4	+27.7	+15.8	+ 6.0	- 4.0	+13.8	+ 3.3

1. Change of less than 0.05%.

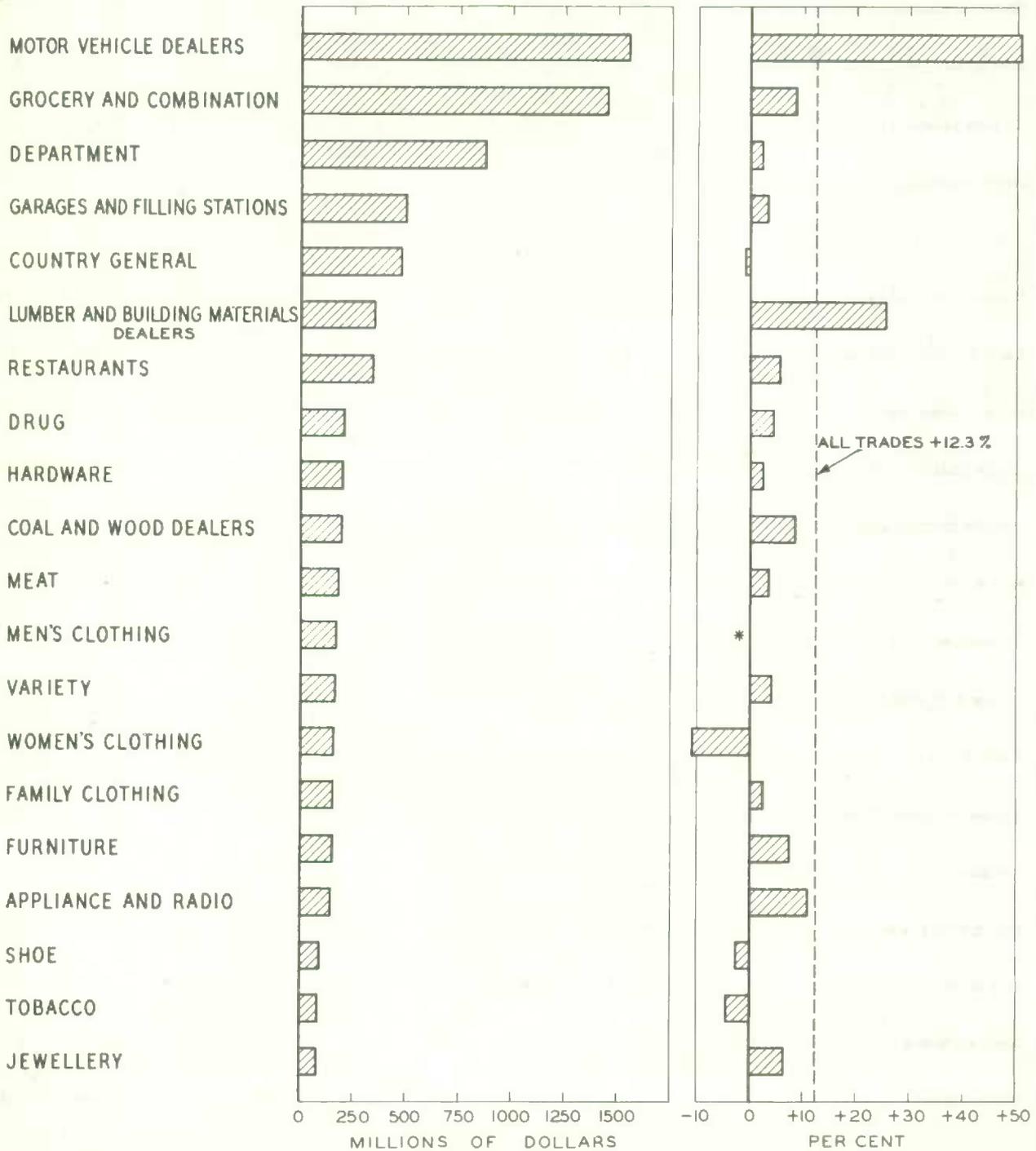
RETAIL TRADE, 1950

— SALES BY TRADES
 — % CHANGE FROM 1949

TRADE
 (RANKED BY SALES VOLUME)

SALES 1950

CHANGE FROM 1949



* LESS THAN .5%

TABLE 3. Estimated Retail Trade — Chain and Independent — by Provinces and Kinds of Business, 1950
(in thousands of dollars)

No.	Kind of Business	All Stores	Chain Stores	Independent Stores
		Canada		
1	Total, All Trades	9,467,400	1,572,560	7,894,840
2	Grocery & Combination Stores.....	1,450,610	505,360	945,250
3	Meat Stores.....	182,040	5,660	176,390
4	Country General Stores.....	474,420	15,420	459,000
5	Department Stores	872,380	—	872,380
6	Variety Stores	170,330	147,730	22,600
7	Motor Vehicle Dealers	1,553,680	22,810	1,530,870
8	Garages & Filling Stations	498,030	3,470	494,560
9	Men's Clothing Stores.....	171,570	20,660	150,910
10	Family Clothing Stores.....	160,510	34,020	126,490
11	Women's Clothing Stores	161,110	36,970	124,140
12	Shoe Stores.....	92,660	33,010	59,650
13	Hardware Stores.....	198,110	1	1
14	Lumber & Building Materials Dealers.....	348,930	67,340	281,590
15	Furniture Stores.....	159,570	35,920	123,660
16	Appliance & Radio Dealers.....	144,910	34,770	110,140
17	Restaurants	339,480	23,060	316,410
18	Coal & Wood Dealers	194,270	1	1
19	Drug Stores.....	208,080	28,970	179,110
20	Jewellery Stores	78,930	30,790	48,140
21	Tobacco Stores	80,870	16,060	64,800
22	All Other Trades	1,926,910	494,690	1,432,220
			Manitoba	
1	Total, All Trades	606,250	72,380	533,870
2	Grocery & Combination Stores.....	61,880	24,620	37,260
3	Meat Stores.....	7,270	—	7,270
4	Country General Stores.....	38,290	1	1
5	Department Stores	130,410	—	130,410
6	Variety Stores	4,220	4,220	—
7	Motor Vehicle Dealers	101,940	1	1
8	Garages & Filling Stations	28,300	—	28,300
9	Men's Clothing Stores.....	7,530	1	1
10	Family Clothing Stores.....	6,020	1,060	4,960
11	Women's Clothing Stores	5,950	2,000	3,950
12	Shoe Stores.....	2,690	550	2,140
13	Hardware Stores.....	11,990	1	1
14	Lumber & Building Materials Dealers.....	37,270	7,870	29,400
15	Furniture Stores.....	4,070	—	4,070
16	Appliance & Radio Dealers.....	5,540	1,470	4,070
17	Restaurants	26,490	1,080	25,410
18	Coal & Wood Dealers	14,230	—	14,230
19	Drug Stores.....	13,580	1	1
20	Jewellery Stores	4,390	1	1
21	Tobacco Stores	1,250	1	1
22	All Other Trades	92,940	24,400	68,540

1. Indicates figures withheld to avoid disclosing individual operations, but are included in totals.

TABLE 3. Estimated Retail Trade — Chain and Independent — by Provinces and Kinds of Business, 1950
(in thousands of dollars)

All Stores	Chain Stores	Independent Stores	All Stores	Chain Stores	Independent Stores	All Stores	Chain Stores	Independent Stores	No.
Maritimes			Quebec			Ontario			
654,480	105,840	548,640	2,205,150	318,380	1,886,770	3,643,910	740,220	2,903,680	1
119,580	17,910	101,670	426,110	102,480	323,630	577,020	273,780	303,240	2
4,660	—	4,660	52,240	—	52,240	63,760	4,500	59,260	3
59,800	2,830	56,970	100,760	4,490	96,270	93,850	2,860	90,990	4
62,600	—	62,600	139,620	—	139,620	325,090	—	325,090	5
17,660	15,670	1,990	49,860	38,880	10,980	78,610	70,680	7,930	6
96,090	1	1	336,460	1	1	559,210	5,960	553,250	7
34,040	1	1	111,200	—	111,200	212,680	1	1	8
12,030	1	1	38,670	2,740	35,930	80,810	14,810	66,000	9
17,820	1	1	50,590	14,070	36,520	50,710	9,270	41,440	10
10,940	830	10,110	46,690	7,880	38,810	54,150	16,600	37,550	11
8,100	1	1	27,110	9,290	17,820	41,520	18,770	22,750	12
11,240	1	1	45,440	1	1	65,620	2,450	63,170	13
7,330	—	7,330	40,190	1	1	158,870	1	1	14
8,240	1	1	48,780	15,350	33,430	70,720	12,750	57,970	15
9,780	770	9,010	37,010	12,970	24,040	66,040	13,530	52,510	16
14,750	1	1	68,400	6,410	61,990	137,030	10,020	127,010	17
12,050	—	12,050	46,230	—	46,230	100,660	1	1	18
17,100	1,530	15,570	41,930	2,760	39,170	90,480	14,740	75,740	19
6,100	1	1	20,580	6,620	13,960	30,480	13,570	16,910	20
3,190	1	1	20,590	4,920	15,670	42,640	1	1	21
121,390	43,350	78,030	456,690	81,870	374,820	743,660	229,490	514,170	22
Saskatchewan			Alberta			British Columbia			
548,900	72,030	476,850	747,690	107,120	640,580	1,061,020	156,590	904,450	1
50,430	1	1	78,300	1	1	137,290	46,670	90,620	2
8,220	1	1	15,580	—	15,580	30,310	1	1	3
79,300	1	1	66,740	1	1	35,680	1	1	4
42,520	—	42,520	59,180	—	59,180	112,960	—	112,960	5
4,650	4,530	120	7,810	6,950	860	7,520	6,800	720	6
107,580	1	1	95,580	1	1	256,820	1	1	7
33,560	—	33,560	35,960	—	35,960	42,290	1	1	8
5,860	1	1	11,420	1	1	15,250	1	1	9
11,070	4,450	6,620	7,920	1	1	16,360	1	1	10
7,640	1,370	6,270	12,390	2,240	10,150	23,350	6,050	17,300	11
1,690	1	1	3,940	1,140	2,800	7,610	1,440	6,170	12
14,680	—	14,680	29,540	1	1	19,600	1	1	13
30,870	19,480	11,390	41,330	21,420	19,910	33,070	3,310	29,760	14
2,720	1	1	9,180	—	9,180	15,860	5,780	10,090	15
3,620	1,070	2,550	11,320	2,980	8,340	11,600	1,980	9,620	16
17,070	1	1	32,450	440	32,010	42,990	4,730	38,260	17
9,220	—	9,220	1,300	—	1,300	10,580	—	10,580	18
10,440	1	1	13,890	1,970	11,920	20,660	5,820	14,840	19
2,420	1	1	5,300	2,940	2,370	9,660	3,670	5,990	20
2,320	1	1	3,040	1	1	7,840	1	1	21
103,020	20,150	82,870	205,520	34,810	170,710	203,700	60,620	143,080	22

TABLE 4. Canada - Estimated Retail Trade - by Kinds of Business and Months, 1948, 1949 and 1950
(in thousands of dollars)

Month	Total All Trades			Grocery and Combination Stores			Meat Stores			Country General Stores		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January.....	529,980	542,320	580,740	95,930	99,770	104,550	12,720	13,580	13,500	30,420	30,520	29,210
February.....	477,630	513,700	584,460	88,330	97,660	104,730	11,670	12,920	13,180	28,350	28,910	28,510
March.....	589,830	633,810	708,240	96,250	107,070	116,740	12,670	13,860	14,220	33,160	34,100	33,270
April.....	618,950	740,270	753,670	99,340	114,510	117,770	13,510	15,560	15,170	36,490	39,370	34,730
May.....	666,450	725,080	818,370	104,330	109,050	118,710	13,790	14,550	14,740	42,630	42,630	42,380
June.....	684,970	745,580	850,920	105,050	115,270	129,840	13,900	14,560	15,530	41,750	41,530	42,660
July.....	678,430	728,180	825,110	113,170	117,760	124,350	14,420	14,150	14,390	45,470	44,160	44,090
August.....	648,650	706,630	841,080	104,490	109,400	122,400	13,550	13,960	14,890	43,280	44,070	44,990
September..	687,460	751,620	866,180	106,630	114,440	127,440	14,630	14,930	16,130	43,650	43,510	44,060
October.....	735,810	764,280	830,440	113,790	114,720	119,900	16,450	15,690	15,950	44,600	44,270	41,950
November..	696,780	722,370	831,840	105,780	109,040	121,930	14,720	14,610	15,870	41,500	40,280	41,800
December..	824,400	854,060	976,350	121,440	128,240	142,250	18,130	17,680	18,470	46,040	45,590	46,770
Annual Total..	7,839,340	8,427,900	9,467,400	1,254,530	1,336,930	1,450,610	170,160	176,050	182,040	477,340	478,940	474,420
	Department Stores			Variety Stores			Motor Vehicle Dealers			Garages and Filling Stations		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January.....	44,890	48,770	49,460	8,220	8,660	8,410	62,450	56,200	84,800	27,420	28,900	30,820
February.....	45,850	50,020	50,120	8,390	8,910	8,960	46,810	47,490	99,450	25,280	26,710	28,880
March.....	64,490	69,000	67,250	11,270	10,560	10,800	68,740	79,890	128,730	29,700	32,010	33,860
April.....	65,030	75,040	67,590	10,760	13,790	13,510	75,280	103,590	130,830	33,390	39,870	38,950
May.....	65,240	72,090	73,580	12,520	12,850	13,740	74,130	100,980	139,970	39,120	42,330	44,600
June.....	63,260	67,290	69,170	12,630	13,260	14,370	79,830	100,710	151,340	41,910	45,560	46,360
July.....	48,130	49,880	54,780	12,990	12,770	13,260	72,150	108,580	158,650	45,140	48,900	50,540
August.....	54,010	57,180	61,350	11,040	11,650	12,540	61,120	83,480	138,730	43,470	48,660	51,720
September..	70,690	76,150	78,320	12,040	13,070	14,130	74,220	99,880	140,700	41,360	46,570	47,370
October.....	82,310	82,870	83,710	14,240	14,200	13,930	79,910	97,000	134,050	42,040	45,580	44,640
November....	89,660	92,980	98,170	14,220	14,610	15,030	74,490	60,500	128,990	37,250	40,020	41,040
December....	109,530	114,220	118,880	27,580	29,350	31,650	64,780	72,160	117,440	34,370	37,920	39,250
Annual Total..	803,090	855,490	872,380	155,900	163,680	170,330	833,910	1,030,460	1,553,680	440,450	483,030	498,030
	Men's Clothing Stores			Family Clothing Stores			Women's Clothing Stores			Shoe Stores		
	1948	1949	1950	1948	1949	1950	1848	1949	1950	1948	1949	1950
January.....	10,570	10,790	10,050	9,410	9,910	9,130	10,180	11,700	9,680	4,830	5,090	4,890
February.....	9,800	9,670	9,120	8,370	8,180	7,820	8,530	9,660	8,790	4,660	4,470	4,100
March.....	13,140	13,340	12,110	11,730	11,060	10,510	13,620	14,940	12,560	6,840	6,470	5,990
April.....	13,380	16,420	14,570	12,740	16,100	13,590	14,680	20,680	15,130	7,940	10,700	8,930
May.....	14,030	14,380	14,290	13,430	13,000	13,410	15,170	16,720	14,430	8,330	8,660	8,360
June.....	14,550	15,850	15,190	13,520	13,640	13,900	14,750	16,450	14,820	9,090	9,850	9,740
July.....	11,960	12,950	12,110	12,230	11,730	11,920	12,950	13,610	12,360	7,720	7,380	7,240
August.....	10,420	10,750	11,270	10,770	10,410	11,130	10,970	11,660	11,560	6,340	6,730	6,900
September..	12,970	13,890	14,260	12,940	12,400	13,940	14,020	13,810	13,600	7,530	8,200	8,670
October.....	16,080	15,230	15,410	16,600	14,920	15,700	16,930	15,720	13,750	7,950	7,990	7,390
November....	15,930	16,090	17,530	15,690	15,330	16,880	15,010	14,740	13,400	7,380	8,510	8,360
December....	22,640	22,820	25,660	21,190	20,130	22,580	21,020	21,420	21,030	11,940	11,320	12,090
Annual Total..	165,470	172,180	171,570	158,620	156,810	160,510	167,830	181,110	161,110	90,550	95,370	92,660

TABLE 4. Canada — Estimated Retail Trade — by Kinds of Business and Months, 1948, 1949 and 1950
(in thousands of dollars)

Month	Hardware Stores			Lumber and Building Materials Dealers			Furniture Stores			Appliance & Radio Dealers		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January	10,960	11,340	10,000	13,170	15,800	17,380	10,340	9,450	9,270	8,390	9,960	10,290
February	9,540	10,420	9,510	11,740	14,700	16,540	9,520	9,610	10,020	7,560	8,890	9,490
March.....	11,760	12,510	11,850	14,750	17,890	20,000	11,130	11,610	11,860	9,040	10,700	10,770
April	15,090	16,850	14,570	18,410	21,380	22,740	12,790	13,120	12,960	9,240	11,090	11,420
May	18,040	19,320	19,470	22,170	26,260	32,050	13,760	13,330	14,680	9,070	10,200	11,730
June.....	18,280	19,020	19,740	25,620	27,680	37,760	12,830	12,770	14,290	8,570	10,030	11,910
July.....	16,560	16,910	17,770	24,320	24,970	35,130	12,120	11,220	12,940	8,300	10,090	11,620
August.....	15,540	16,420	19,360	26,180	27,750	39,000	11,470	12,020	14,060	7,490	9,380	11,210
September.....	15,720	17,270	19,200	25,240	28,340	34,700	12,060	12,930	15,590	9,380	11,040	14,460
October.....	17,120	18,090	18,470	27,300	29,090	36,180	13,800	13,790	14,510	10,930	11,690	13,280
November	16,500	16,330	17,220	24,080	25,170	32,110	12,920	13,250	12,880	10,260	11,540	12,480
December	18,700	19,460	20,950	20,000	19,190	25,340	14,790	15,800	16,510	12,930	16,060	16,250
Annual total	183,810	193,940	198,110	252,980	278,220	348,930	147,530	148,900	159,570	111,160	130,670	144,910
	Restaurants			Coal & Wood Dealers			Drug Stores					
	1948	1949	1950	1948	1949	1950	1948	1949	1950			
January	21,910	23,180	23,440	18,530	17,630	19,000	14,830	15,750	15,860			
February.....	21,050	21,890	22,430	17,030	16,730	18,330	14,090	15,160	15,560			
March.....	22,980	24,780	24,920	15,650	15,720	18,390	15,160	16,800	16,920			
April	23,410	26,200	26,660	11,670	9,180	11,850	14,610	16,700	16,500			
May	24,900	26,980	28,500	11,010	9,960	10,570	15,280	16,080	16,640			
June.....	24,730	27,470	28,920	11,730	11,450	12,220	14,860	15,980	16,890			
July.....	27,480	30,640	32,050	12,660	10,630	12,680	14,840	15,540	16,200			
August.....	27,670	30,700	32,480	14,150	13,790	16,200	14,990	16,200	17,020			
September.....	27,030	29,460	31,340	16,800	19,570	18,950	15,530	16,500	17,790			
October.....	26,550	28,620	31,180	17,950	17,820	19,070	16,110	16,670	17,450			
November	24,580	25,830	29,140	15,180	18,090	17,940	15,110	15,710	16,960			
December	24,290	25,740	28,420	16,870	18,720	19,070	21,660	22,580	24,290			
Annual total	296,580	321,490	339,480	179,230	179,290	194,270	187,070	199,670	208,080			
	Jewellery Stores			Tobacco Stores			All Other Trades					
	1948	1949	1950	1948	1949	1950	1948	1949	1950			
January	4,060	3,820	4,100	6,230	6,360	6,080	104,520	105,140	110,820			
February.....	3,620	3,570	4,230	6,010	6,210	5,840	91,430	101,920	108,850			
March.....	4,530	4,930	4,960	6,480	6,720	6,230	116,740	119,850	136,300			
April	4,140	5,700	5,140	6,550	7,040	6,430	120,500	147,380	154,630			
May	4,750	5,070	5,530	6,730	6,900	6,720	138,020	143,740	174,270			
June.....	5,380	5,430	5,880	6,630	7,420	7,180	146,100	154,360	173,210			
July.....	5,080	5,050	5,440	6,430	6,770	6,250	154,310	154,490	171,340			
August.....	5,620	5,660	6,420	6,420	6,650	6,290	149,660	160,110	191,560			
September.....	5,670	5,710	7,360	6,520	6,780	6,570	142,830	147,170	181,600			
October.....	5,640	5,950	6,350	6,850	7,110	6,750	142,660	147,260	160,820			
November	5,840	6,480	6,430	6,690	7,050	6,850	133,990	136,210	160,830			
December	16,230	16,940	17,090	9,480	9,750	9,680	170,790	168,970	202,680			
Annual total	70,560	74,310	78,930	81,020	84,760	80,870	1,611,550	1,686,600	1,926,910			

TABLE 4 — Maritime Provinces — Estimated Retail Trade — by Kinds of Business and Months, 1948, 1949 and 1950
(in thousands of dollars)

Month	Total All Trades			Grocery and Combination Stores			Meat Stores			Country General Stores		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January	40,880	40,780	41,220	9,190	8,980	9,040	380	470	430	5,130	4,660	4,010
February	37,360	37,300	40,120	8,530	8,680	9,030	330	390	440	4,430	4,160	3,780
March	44,890	46,330	51,750	9,150	9,480	9,850	350	400	410	5,080	4,830	4,500
April	47,750	52,640	51,730	9,440	9,850	9,960	350	420	400	5,640	5,280	4,340
May	51,230	53,420	60,580	9,710	9,440	9,950	360	410	380	6,720	6,290	5,780
June	50,520	54,380	57,430	9,470	9,530	10,320	370	410	390	6,130	5,670	5,550
July	51,490	53,480	56,140	10,290	9,900	10,250	390	430	390	6,670	5,930	5,650
August	50,060	51,420	56,580	9,340	9,320	9,860	360	410	340	6,200	5,650	5,490
September	48,910	52,970	57,610	9,090	9,510	10,430	390	450	380	5,830	5,350	5,080
October	52,550	53,100	55,280	9,750	9,710	9,700	400	430	360	6,040	5,430	5,020
November	52,560	51,600	54,760	9,280	8,880	9,530	360	390	330	6,080	5,390	5,030
December	64,880	66,330	71,280	10,750	10,880	11,660	430	460	410	6,790	5,780	5,570
Annual total	593,080	613,750	654,480	113,990	114,160	119,580	4,470	5,070	4,660	70,740	64,420	59,800
	Department Stores			Variety Stores			Motor Vehicle Dealers			Garages and Filling Stations		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January	2,490	3,010	3,000	790	820	790	4,930	3,990	5,190	1,660	2,100	2,230
February	2,710	3,040	3,060	810	870	830	3,800	3,190	5,800	1,870	1,640	1,680
March	4,810	5,120	5,080	1,130	1,110	1,060	5,360	5,290	8,970	1,890	2,130	2,490
April	4,960	5,960	5,210	1,110	1,390	1,360	5,880	6,660	8,590	2,330	2,180	2,180
May	5,120	5,910	6,190	1,290	1,370	1,470	5,230	6,510	10,870	2,860	2,550	2,920
June	4,730	5,350	5,070	1,350	1,470	1,430	5,250	6,680	8,880	2,810	3,180	3,380
July	3,600	3,740	3,790	1,390	1,380	1,360	4,440	6,850	8,730	3,190	3,440	3,780
August	4,180	4,360	4,150	1,240	1,310	1,280	4,050	5,190	8,280	3,230	3,070	3,350
September	5,090	5,600	5,650	1,350	1,400	1,480	3,990	6,450	8,030	2,740	3,380	3,830
October	5,860	5,860	6,010	1,540	1,500	1,460	4,730	6,150	7,780	2,730	2,840	2,970
November	6,610	7,280	6,900	1,540	1,590	1,540	5,070	4,610	7,550	2,440	2,400	2,600
December	8,130	8,560	8,490	3,190	3,410	3,600	4,410	4,940	7,420	2,330	2,550	2,630
Annual total	58,290	63,790	62,600	16,730	17,620	17,660	57,140	66,510	96,090	30,080	31,460	34,040
	Men's Clothing Stores			Family Clothing Stores			Women's Clothing Stores			Shoe Stores		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January	920	1,000	730	990	1,070	1,020	500	550	670	300	340	450
February	770	760	600	850	810	850	460	540	600	280	280	340
March	980	990	830	1,120	1,100	1,130	670	710	830	400	410	530
April	1,130	1,320	1,050	1,290	1,740	1,480	870	950	990	450	660	780
May	1,210	1,180	1,190	1,460	1,530	1,690	890	830	1,030	530	560	780
June	1,220	1,320	1,150	1,400	1,550	1,610	520	850	1,020	560	700	870
July	1,150	1,150	980	1,340	1,330	1,440	690	670	790	530	560	680
August	970	960	770	1,120	1,160	1,220	680	720	870	460	510	850
September	1,070	1,040	900	1,290	1,320	1,480	790	700	830	490	580	780
October	1,260	1,160	950	1,590	1,510	1,590	880	790	860	500	560	580
November	1,230	1,200	1,000	1,570	1,640	1,560	820	850	960	450	500	540
December	1,930	1,900	1,880	2,420	2,370	2,750	1,140	1,230	1,490	820	850	1,120
Annual total	13,840	13,980	12,030	16,440	17,130	17,820	9,210	9,390	10,940	5,770	6,510	8,100

TABLE 4. Maritime Provinces - Estimated Retail Trade - By Kinds of Business and Months, 1948, 1949 and 1950
(in thousands of dollars)

Month	Hardware Stores			Lumber and Building Materials Dealers			Furniture Stores			Appliance & Radio Dealers		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January	690	650	570	300	400	360	520	490	420	670	860	590
February	560	560	500	320	360	360	480	480	410	640	820	640
March	700	640	620	380	380	400	560	630	690	710	980	890
April	940	930	840	500	460	410	730	790	790	730	1,050	740
May	1,030	1,070	1,180	590	590	680	840	900	930	770	1,020	780
June	1,050	1,090	1,060	580	650	750	810	880	640	640	930	940
July	1,080	1,030	1,080	540	550	700	740	620	600	600	990	680
August	960	980	1,050	670	730	770	640	640	600	520	930	710
September	930	1,010	1,060	670	690	750	700	730	710	880	1,110	790
October	1,070	1,040	1,060	690	600	790	780	730	820	1,010	1,060	880
November	1,060	1,010	980	660	580	660	720	730	600	1,020	960	820
December	1,220	1,210	1,240	490	500	680	1,070	1,120	980	1,320	1,680	1,320
Annual Total	11,340	11,220	11,240	6,390	6,490	7,330	8,590	8,740	8,240	9,510	12,390	9,780
	Restaurants			Coal & Wood Dealers			Drug Stores					
	1948	1949	1950	1948	1949	1950	1948	1949	1950			
January	350	880	990	1,510	1,230	1,180	1,200	1,220	1,330			
February	830	860	990	1,430	1,230	1,220	1,150	1,180	1,280			
March	920	1,050	1,120	1,310	1,180	1,470	1,280	1,300	1,360			
April	1,000	1,070	1,240	1,040	690	710	1,210	1,340	1,350			
May	1,040	1,090	1,270	760	640	670	1,250	1,220	1,350			
June	1,080	1,100	1,240	680	520	540	1,200	1,250	1,350			
July	1,210	1,310	1,480	730	600	640	1,320	1,320	1,400			
August	1,260	1,310	1,510	850	740	840	1,280	1,350	1,430			
September	1,040	1,170	1,330	1,140	1,020	1,170	1,230	1,270	1,430			
October	1,030	1,090	1,210	1,210	1,140	1,230	1,320	1,310	1,440			
November	950	1,070	1,130	1,320	1,380	1,170	1,220	1,250	1,340			
December	1,040	1,140	1,240	1,380	1,450	1,210	1,780	1,860	2,040			
Annual Total	12,250	13,140	14,750	13,360	11,820	12,050	15,440	15,870	17,100			
	Jewellery Stores			Tobacco Stores			All Other Trades					
	1948	1949	1950	1948	1949	1950	1948	1949	1950			
January	280	300	300	160	250	290	7,420	7,510	7,610			
February	280	280	310	160	280	260	6,670	6,090	7,140			
March	300	370	430	180	300	280	7,610	7,930	8,810			
April	280	420	350	160	300	230	7,710	9,180	8,730			
May	310	380	390	170	280	250	9,090	9,650	10,780			
June	370	490	460	160	270	220	9,840	10,490	10,560			
July	390	480	440	150	280	220	11,050	10,920	11,060			
August	460	580	580	160	330	270	11,430	11,170	12,560			
September	380	510	510	160	300	240	9,610	9,380	10,750			
October	370	440	430	160	280	220	9,630	9,470	9,920			
November	440	520	460	180	280	250	9,560	9,090	9,810			
December	1,320	1,550	1,440	310	470	460	12,610	12,420	13,650			
Annual Total	5,180	6,320	6,100	2,090	3,620	3,190	112,230	114,100	121,380			

TABLE 4. Quebec - Estimated Retail Trade - By Kinds of Business and Months, 1948, 1949 and 1950

(in thousands of dollars)

Month	Total All Trades			Grocery and Combination Stores			Meat Stores			Country General Stores		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January	118,830	123,350	136,190	28,500	30,020	31,150	3,510	3,810	3,810	6,060	6,280	5,770
February	114,630	116,690	134,630	26,870	29,350	30,880	3,460	3,750	3,870	6,470	6,340	6,060
March	140,830	143,630	165,060	29,280	31,570	34,130	3,770	3,930	4,190	7,560	7,360	7,120
April	149,690	170,660	181,360	30,260	34,020	34,510	4,050	4,580	4,540	8,480	7,980	7,650
May	157,830	166,850	194,760	31,810	33,030	35,170	3,860	4,380	4,360	9,650	10,470	10,200
June	159,040	169,890	200,440	32,050	35,180	38,620	3,950	4,280	4,570	8,810	8,920	9,070
July	154,420	160,770	191,950	34,100	35,110	37,240	4,100	3,940	4,240	9,270	9,250	9,160
August	145,280	151,820	187,250	31,020	32,130	35,350	3,790	3,920	4,340	8,950	8,770	9,310
September	156,630	165,880	199,320	31,660	34,300	37,770	4,250	4,200	4,420	8,810	8,510	8,730
October	166,480	168,610	190,590	34,330	34,280	34,920	4,660	4,240	4,260	9,570	9,180	9,110
November	158,230	165,060	199,220	31,580	32,270	35,620	4,110	4,110	4,500	8,860	8,890	8,810
December	187,440	187,510	224,380	37,110	38,050	40,750	5,320	4,980	5,140	9,890	9,380	9,770
Annual Total ...	1,809,330	1,890,720	2,205,150	378,570	399,310	426,110	48,830	50,120	52,240	102,380	101,330	100,760
	Department Stores			Variety Stores			Motor Vehicle Dealers			Garages and Filling Stations		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January	7,160	7,940	7,820	2,470	2,690	2,520	11,330	9,990	18,250	5,800	6,140	6,760
February	7,540	7,660	8,020	2,520	2,620	2,510	9,510	7,760	18,900	5,520	5,580	6,400
March	10,800	10,870	11,090	3,530	3,040	3,160	13,780	15,500	26,860	6,950	6,420	7,140
April	11,030	12,180	11,270	3,370	4,280	4,090	17,140	21,530	29,500	7,580	8,540	8,960
May	10,770	11,860	12,570	4,110	4,050	4,300	15,780	19,090	30,730	8,080	9,080	9,740
June	10,720	11,100	11,360	4,010	4,120	4,430	17,290	19,820	33,190	8,570	9,480	10,110
July	7,140	7,100	7,850	3,770	3,660	3,860	16,600	21,980	36,900	9,490	10,210	11,430
August	7,990	8,980	9,500	3,300	3,400	3,660	14,470	15,180	30,270	8,910	9,920	10,940
September	11,580	12,200	13,290	3,710	3,850	4,300	15,750	19,640	30,200	9,250	9,910	10,250
October	12,910	12,520	12,860	4,270	4,180	4,120	15,420	19,130	28,160	8,980	9,580	10,340
November	14,020	14,910	14,760	3,870	4,080	4,320	14,750	15,180	30,070	8,540	9,040	9,600
December	18,550	17,900	19,230	7,530	7,660	8,590	11,400	10,910	23,430	7,290	8,290	9,530
Annual Total ...	130,210	135,220	139,620	46,460	47,630	49,860	173,220	195,710	336,460	94,960	102,190	111,200
	Men's Clothing Stores			Family Clothing Stores			Women's Clothing Stores			Shoe Stores		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January	2,460	2,890	2,300	2,860	2,860	2,620	2,060	2,700	2,410	1,200	1,350	1,210
February	2,630	2,300	1,970	2,870	2,630	2,400	1,960	2,560	2,490	1,280	1,170	980
March	3,620	3,400	2,860	4,550	3,640	3,680	3,400	4,360	3,880	1,980	1,890	1,830
April	3,660	4,520	3,840	4,840	5,400	4,770	3,800	6,460	5,040	2,350	3,620	2,860
May	3,870	3,880	3,730	4,940	4,240	4,520	3,990	4,970	4,700	2,400	2,820	2,800
June	3,860	4,110	3,740	4,760	4,580	4,570	4,180	5,290	4,800	2,540	3,210	3,080
July	2,700	2,850	2,540	3,890	3,720	3,630	3,350	3,710	3,540	1,860	1,950	1,910
August	2,440	2,460	2,440	3,510	3,140	3,170	2,620	2,890	3,000	1,400	1,790	1,780
September	3,160	3,040	3,140	4,330	3,720	4,100	3,270	3,320	3,620	1,720	2,280	2,430
October	3,640	3,480	3,360	5,590	4,770	4,970	3,880	4,030	3,740	1,960	2,200	1,990
November	3,840	3,970	3,790	5,140	5,130	5,180	3,470	4,110	3,720	2,070	2,870	2,340
December	4,700	4,680	4,960	7,120	6,050	6,980	4,890	5,470	5,750	3,410	3,370	3,900
Annual Total ...	40,580	41,580	38,670	54,400	49,880	50,590	40,870	49,870	46,690	24,170	28,520	27,110

TABLE 4. Quebec - Estimated Retail Trade - By Kinds of Business and Months, 1948, 1949 and 1950
(In thousands of dollars)

Month	Hardware Stores			Lumber and Building Materials Dealers			Furniture Stores			Appliance & Radio Dealers		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January	2,800	2,680	2,380	1,520	1,790	1,760	2,660	2,480	2,490	2,000	2,510	2,390
February	2,350	2,240	2,080	1,480	1,580	1,570	2,540	2,440	2,850	1,910	2,220	2,230
March	2,830	2,650	2,570	2,100	2,090	1,990	3,060	3,070	3,370	2,600	3,060	2,540
April	3,680	3,630	3,110	2,380	2,640	2,460	3,530	3,690	3,940	2,380	2,950	2,900
May	4,350	4,680	4,620	3,060	3,370	4,300	4,330	3,830	4,760	2,460	2,760	3,300
June	4,250	4,380	4,800	3,390	3,370	4,630	3,920	3,800	4,690	2,240	2,530	3,500
July	3,510	3,670	4,220	3,000	3,150	4,520	3,930	3,280	3,970	2,320	2,680	3,260
August	3,460	3,490	4,450	3,090	3,380	4,580	3,090	3,460	4,500	2,170	2,620	2,910
September	3,640	3,790	4,270	3,060	3,050	4,040	3,500	3,830	5,120	2,470	2,670	4,130
October	3,890	4,040	4,340	3,260	3,140	4,230	3,640	3,740	4,160	2,890	2,520	3,260
November	3,560	3,560	4,060	2,690	2,730	3,450	3,320	3,400	4,090	2,680	2,830	3,140
December	3,740	3,590	4,540	2,320	2,160	2,660	3,880	3,890	4,840	2,970	3,200	3,450
Annual Total	42,060	42,400	45,440	31,350	32,450	40,190	41,400	40,910	48,780	29,090	32,550	37,010
	Restaurants			Coal & Wood Dealers			Drug Stores					
	1948	1949	1950	1948	1949	1950	1948	1949	1950			
January	4,020	4,960	4,990	4,240	3,890	4,490	3,050	3,140	3,420			
February	3,950	4,720	4,700	4,000	3,880	4,610	2,940	3,050	3,250			
March	4,100	4,840	4,870	3,430	3,670	4,430	3,070	3,420	3,520			
April	4,260	5,200	5,280	2,500	2,080	2,630	2,870	3,140	3,370			
May	4,280	5,230	5,360	2,530	2,300	2,640	2,980	3,130	3,440			
June	4,090	5,350	5,520	2,580	2,570	2,790	2,890	3,050	3,360			
July	4,060	4,690	5,370	3,170	2,710	2,890	2,980	3,100	3,370			
August	4,600	5,690	6,200	3,050	3,060	3,560	2,790	3,000	3,300			
September	4,620	5,420	6,170	3,610	4,530	4,600	2,960	3,090	3,420			
October	4,740	5,530	6,930	3,930	3,900	4,530	3,230	3,350	3,520			
November	4,540	5,090	6,740	2,990	4,150	4,210	2,970	2,980	3,380			
December	4,730	5,240	6,270	3,610	4,580	4,850	4,060	4,090	4,580			
Annual Total	51,990	61,960	68,400	39,640	41,320	46,230	36,790	38,540	41,930			
	Jewellery Stores			Tobacco Stores			All Other Trades					
	1948	1949	1950	1948	1949	1950	1948	1949	1950			
January	1,200	1,070	1,100	1,600	1,680	1,590	22,330	22,460	26,980			
February	1,110	1,020	1,150	1,600	1,650	1,560	22,120	22,170	26,150			
March	1,560	1,300	1,420	1,760	1,820	1,800	27,100	25,730	32,610			
April	1,170	1,780	1,640	1,720	1,870	1,730	28,640	30,570	37,270			
May	1,380	1,370	1,470	1,830	1,970	1,840	31,370	30,340	40,210			
June	1,560	1,430	1,540	1,740	1,930	1,750	31,640	31,390	40,320			
July	1,430	1,170	1,310	1,590	1,770	1,580	32,160	31,070	39,160			
August	1,550	1,250	1,590	1,630	1,650	1,490	31,450	31,640	40,910			
September	1,460	1,370	2,000	1,750	1,810	1,690	32,070	31,350	41,630			
October	1,440	1,400	1,540	1,830	1,910	1,670	32,420	31,490	38,580			
November	1,470	1,560	1,520	1,670	1,820	1,590	32,090	32,380	44,330			
December	4,700	4,400	4,300	2,410	2,530	2,300	37,810	37,090	48,560			
Annual Total	20,030	19,120	20,580	21,130	22,410	20,590	361,200	357,700	456,690			

MERCHANDISING AND SERVICES

TABLE 4. Ontario - Estimated Retail Trade - By Kinds of Business and Months, 1948, 1949 and 1950

(in thousands of dollars)

Month	Total All Trades			Grocery and Combination Stores			Meat Stores			Country General Stores		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January	213,440	213,300	234,690	37,770	39,260	40,960	4,650	4,780	4,900	6,420	6,180	5,900
February	190,310	206,730	235,290	34,350	38,810	41,330	4,120	4,470	4,740	5,970	5,750	5,750
March	232,170	243,500	269,550	37,240	42,900	46,470	4,520	4,730	5,000	6,750	6,690	6,410
April	237,780	278,550	289,070	38,070	45,740	46,890	4,740	5,270	5,410	7,860	7,700	7,080
May	249,760	273,390	314,490	40,120	42,640	46,670	4,920	4,790	5,070	8,700	8,000	8,330
June	261,990	287,680	330,420	40,580	45,410	51,520	4,790	4,750	5,370	8,910	8,600	8,580
July	260,340	276,990	310,010	44,170	47,060	48,630	4,970	4,730	5,000	10,840	9,870	9,940
August	243,240	261,390	308,310	40,700	43,130	48,890	4,490	4,440	4,980	9,440	9,210	9,530
September	260,530	283,140	330,910	41,450	44,890	50,950	5,020	4,990	5,650	8,460	7,960	8,050
October	278,960	287,300	315,580	44,370	44,970	47,740	5,730	5,430	5,640	8,490	7,830	7,620
November	264,300	278,010	316,370	40,880	43,280	49,080	5,170	5,050	5,440	7,980	7,670	7,700
December	329,450	344,560	389,220	47,030	51,190	57,910	6,360	6,070	6,560	9,080	8,750	8,960
Annual Total	3,022,270	3,234,540	3,643,910	486,730	529,280	577,020	59,480	59,500	63,760	98,900	94,210	93,850
	Department Stores			Variety Stores			Motor Vehicle Dealers			Garages and Filling Stations		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January	17,440	18,330	18,830	3,610	3,860	3,990	26,430	23,750	35,840	11,730	12,830	14,450
February	18,570	20,090	19,330	3,720	4,050	4,260	20,140	20,050	41,820	10,750	12,120	13,650
March	24,690	25,600	24,330	4,920	4,770	4,990	28,120	31,160	45,460	12,420	13,460	15,560
April	24,350	27,610	25,120	4,670	6,060	6,160	28,630	37,940	46,920	13,690	16,240	17,610
May	24,650	27,410	28,480	5,340	5,560	6,140	27,670	38,250	51,450	15,540	17,260	19,900
June	24,510	25,470	26,150	5,470	5,740	6,550	31,840	40,080	55,190	16,300	18,270	20,300
July	17,120	17,200	19,610	5,990	5,750	6,180	27,650	38,980	51,700	18,170	19,500	20,610
August	20,060	20,970	22,390	4,770	5,130	5,740	21,910	30,160	43,270	17,100	18,410	19,850
September	25,850	27,920	29,120	5,280	5,920	6,470	29,140	37,580	49,880	15,870	17,260	18,990
October	30,350	29,620	29,860	6,230	6,330	6,330	31,110	36,190	47,650	16,120	18,420	18,030
November	34,030	37,060	37,580	6,460	6,710	6,950	28,720	29,730	45,830	14,790	16,740	17,180
December	42,410	42,960	44,290	12,570	13,950	14,850	26,310	30,760	44,200	14,230	16,150	16,550
Annual Total	304,030	320,240	325,090	69,030	73,830	78,610	327,670	394,630	559,210	176,710	196,660	212,680
	Men's Clothing Stores			Family Clothing Stores			Women's Clothing Stores			Shoe Stores		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January	4,660	4,380	4,440	3,080	3,380	3,090	4,410	4,800	3,550	2,270	2,460	2,340
February	4,320	4,560	4,480	2,620	2,640	2,560	3,690	3,820	2,870	2,230	2,250	1,980
March	5,980	6,070	5,980	3,610	3,500	3,400	5,750	5,300	3,860	3,320	2,950	2,540
April	5,790	7,060	6,650	3,540	4,790	4,080	5,940	7,550	4,740	3,790	4,670	3,800
May	5,930	6,130	6,520	3,680	3,720	4,100	5,900	6,030	4,450	3,860	3,680	3,340
June	6,320	7,080	7,030	3,980	4,150	4,240	5,940	6,130	4,660	4,430	4,370	4,140
July	5,210	5,640	5,690	3,840	3,600	3,650	5,380	5,230	4,120	3,820	3,410	3,290
August	4,240	4,440	5,030	3,270	3,240	3,650	4,250	4,340	3,790	3,120	3,130	3,180
September	5,470	6,260	6,840	3,930	3,990	4,490	5,630	5,580	4,910	3,830	3,830	4,000
October	6,900	6,320	7,180	4,950	4,380	4,530	7,090	5,910	4,720	3,910	3,690	3,380
November	6,700	7,150	8,130	4,810	5,030	5,420	6,240	5,650	4,590	3,440	3,890	4,110
December	10,660	10,680	12,840	6,670	6,680	7,500	9,470	8,730	7,890	6,030	5,330	5,420
Annual Total	72,180	75,770	80,810	47,980	49,100	50,710	69,890	69,070	54,150	44,050	43,660	41,520

TABLE 4. Ontario - Estimated Retail Trade - by Kinds of Business and Months, 1948, 1949 and 1950
(in thousands of dollars)

Month	Hardware Stores			Lumber and Building Materials Dealers			Furniture Stores			Appliance & Radio Dealers		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January.....	3,630	4,220	3,630	5,210	7,000	8,880	4,840	4,420	4,690	3,870	4,470	5,220
February.....	3,090	3,660	3,260	4,780	6,840	7,860	4,440	4,710	4,680	3,430	3,840	4,560
March.....	3,900	4,120	3,890	6,010	7,530	8,820	5,110	5,370	5,350	3,880	4,310	4,960
April.....	5,270	5,600	4,880	8,290	8,850	10,620	5,750	5,850	5,730	4,210	4,670	5,250
May.....	6,110	6,830	7,170	8,920	10,170	15,110	5,960	6,010	6,450	3,990	4,320	5,430
June.....	6,370	6,690	6,880	9,320	10,300	17,230	5,490	5,470	6,310	3,890	4,470	5,130
July.....	6,150	6,090	6,160	9,430	9,080	15,250	5,180	4,920	5,720	3,640	4,390	5,200
August.....	4,720	5,280	5,620	10,580	10,520	16,450	5,150	5,230	5,880	3,190	3,810	4,900
September.....	4,770	5,510	5,900	9,540	10,670	15,110	5,350	5,600	6,600	3,990	4,690	6,280
October.....	5,390	5,820	6,110	10,190	10,940	15,860	6,180	6,140	6,440	4,540	5,270	5,710
November.....	5,330	5,450	5,430	9,300	9,830	14,840	5,860	6,030	5,560	4,260	4,910	5,390
December.....	6,070	6,840	6,690	10,330	8,260	12,840	6,770	7,460	7,310	5,830	7,770	8,010
Annual Total.....	60,800	66,110	65,620	101,900	109,990	158,870	66,080	67,210	70,720	48,720	56,920	66,040
	Restaurants			Coal & Wood Dealers			Drug Stores					
	1948	1949	1950	1948	1949	1950	1948	1949	1950			
January.....	9,100	9,070	9,430	9,390	3,610	8,870	6,430	7,160	6,900			
February.....	9,030	8,930	8,960	8,630	7,650	8,920	6,090	6,840	6,610			
March.....	9,800	9,320	9,360	7,760	8,140	9,410	6,610	7,500	7,300			
April.....	9,960	10,110	10,570	5,900	4,850	6,450	6,380	7,540	7,130			
May.....	10,780	10,700	11,750	5,950	5,560	5,530	6,680	7,260	7,090			
June.....	10,340	10,990	12,020	6,590	6,770	7,360	6,500	7,320	7,410			
July.....	12,040	13,170	13,570	7,070	5,950	7,650	6,180	6,710	6,770			
August.....	11,330	12,720	13,450	7,800	8,090	9,390	6,620	7,360	7,560			
September.....	11,670	11,830	12,700	9,050	10,920	10,170	6,830	7,510	7,930			
October.....	10,870	11,410	12,570	9,500	9,280	9,470	6,910	7,410	7,570			
November.....	10,160	10,270	11,430	7,440	9,490	8,460	6,550	7,050	7,490			
December.....	9,460	9,990	11,020	8,020	9,090	8,930	9,600	10,390	10,830			
Annual Total.....	125,590	129,010	137,330	93,100	94,600	100,650	81,280	90,050	90,480			
	Jewellery Stores			Tobacco Stores			All Other Trades					
	1948	1949	1950	1948	1949	1950	1948	1949	1950			
January.....	1,560	1,420	1,620	3,420	3,290	3,090	43,520	39,630	44,170			
February.....	1,370	1,370	1,610	3,260	3,170	2,900	35,710	40,910	43,160			
March.....	1,580	1,970	1,810	3,510	3,430	3,050	46,690	44,180	51,100			
April.....	1,580	2,060	1,790	3,630	3,640	3,230	45,740	54,750	58,910			
May.....	1,800	1,950	2,120	3,620	3,490	3,460	49,640	53,630	65,880			
June.....	2,070	2,000	2,210	3,640	4,040	4,020	54,210	59,580	68,120			
July.....	1,920	1,880	2,070	3,580	3,510	3,290	57,990	60,320	65,910			
August.....	2,060	2,170	2,450	3,550	3,490	3,360	54,340	56,120	68,950			
September.....	2,340	2,270	2,840	3,530	3,480	3,460	53,330	54,480	70,570			
October.....	2,370	2,560	2,720	3,720	3,710	3,680	54,140	55,670	62,770			
November.....	2,400	2,550	2,620	3,770	3,760	3,850	50,010	50,710	59,320			
December.....	6,260	6,410	6,620	5,190	5,060	5,200	71,100	72,040	84,800			
Annual Total.....	27,310	28,610	30,480	44,420	44,070	42,640	616,420	642,020	743,660			

MERCHANDISING AND SERVICES

TABLE 4. Manitoba - Estimated Retail Trade - by Kinds of Business and Months, 1948, 1949 and 1950
(in thousands of dollars)

Month	Total All Trades			Grocery and Combination Stores			Meat Stores			Country General Stores		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January.....	30,200	32,430	35,550	4,000	4,180	4,310	390	460	410	2,090	2,180	2,420
February.....	28,110	31,600	35,460	3,680	4,080	4,340	330	450	410	1,940	2,020	2,350
March.....	34,050	39,380	42,630	4,030	4,560	4,850	380	480	460	2,150	2,360	2,650
April.....	37,160	48,850	46,310	4,280	5,000	5,020	450	650	560	2,430	2,910	2,650
May.....	42,580	47,150	45,080	4,530	4,780	5,030	530	710	600	2,920	2,920	3,100
June.....	43,250	40,270	51,990	4,510	5,020	5,480	550	760	720	2,950	3,030	3,340
July.....	41,570	49,390	55,720	4,850	5,110	5,290	570	740	620	3,030	3,080	3,340
August.....	40,270	47,680	56,830	4,570	4,930	5,280	570	810	690	2,970	3,360	3,540
September.....	46,220	53,370	55,780	4,860	5,120	5,440	690	810	800	3,270	3,630	3,400
October.....	51,440	52,970	58,360	5,080	5,090	5,300	670	920	760	3,250	3,230	3,600
November.....	47,990	50,190	59,770	4,640	4,900	5,360	580	630	640	2,960	2,970	3,810
December.....	50,410	55,000	62,770	5,080	5,410	6,180	640	680	600	3,190	3,330	4,090
Annual Total.....	493,250	556,280	606,250	54,110	58,080	61,880	6,340	8,000	7,270	33,150	35,020	38,290
	Department Stores			Variety Stores			Motor Vehicle Dealers			Garages and Filling Stations		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January.....	6,750	7,460	7,730	240	220	200	3,110	3,030	4,700	1,450	1,350	1,610
February.....	6,670	7,440	7,390	230	220	220	2,370	3,430	6,110	1,490	1,170	1,310
March.....	3,660	9,790	9,820	320	280	270	3,450	5,020	7,570	1,770	1,710	1,590
April.....	9,130	10,960	9,710	310	390	330	3,330	6,980	8,360	1,890	2,410	2,140
May.....	9,240	10,120	9,260	370	350	300	4,150	7,160	7,370	2,400	2,370	1,940
June.....	9,820	9,590	10,050	370	380	350	4,420	6,870	9,130	2,670	2,600	2,800
July.....	7,420	8,020	9,010	350	350	330	5,090	10,590	14,300	2,420	2,740	2,600
August.....	7,700	8,340	9,690	310	300	320	3,790	6,640	10,740	2,410	3,090	3,450
September.....	10,050	11,370	11,260	330	370	330	4,930	7,110	8,450	2,730	3,320	3,000
October.....	12,600	12,980	12,880	440	400	360	6,160	6,820	9,750	2,800	2,500	2,910
November.....	13,510	13,590	15,750	430	420	420	4,990	6,240	8,160	2,330	2,410	2,960
December.....	14,540	16,460	17,860	740	760	790	4,040	5,190	7,300	2,240	2,000	1,980
Annual Total.....	115,390	126,120	130,410	4,440	4,440	4,220	50,330	75,130	101,940	26,650	27,730	28,300
	Men's Clothing Stores			Family Clothing Stores			Women's Clothing Stores			Shoe Stores		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January.....	350	470	450	450	390	360	390	420	400	140	140	120
February.....	290	340	330	390	310	320	270	340	320	110	110	110
March.....	360	440	410	440	370	340	420	500	410	180	190	160
April.....	410	620	530	510	630	430	500	760	530	250	370	270
May.....	480	480	380	600	500	410	600	630	410	300	310	230
June.....	500	560	460	570	510	490	530	630	590	290	330	340
July.....	550	690	660	540	470	450	430	500	490	260	250	240
August.....	510	700	700	460	410	430	390	420	500	220	200	220
September.....	550	730	590	610	590	510	540	580	520	260	280	250
October.....	780	790	730	860	730	600	660	650	550	280	260	260
November.....	880	1,000	1,180	890	670	840	560	550	540	250	230	250
December.....	880	1,010	1,110	820	770	850	690	660	690	250	260	240
Annual Total.....	6,540	7,830	7,530	7,140	6,350	6,020	5,980	6,640	5,960	2,790	2,930	2,690

RETAIL TRADE

TABLE 4. Manitoba - Estimated Retail Trade - By Kinds of Business and Months, 1948, 1949 and 1950
(in thousands of dollars)

Month	Hardware Stores			Lumber and Building Materials Dealers			Furniture Stores			Appliance & Radio Dealers		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January	510	550	540	1,530	1,710	1,780	250	240	220	270	320	370
February	550	570	610	1,320	1,490	1,540	260	250	270	250	320	390
March	590	710	660	1,510	1,770	1,910	240	270	310	280	410	430
April	720	1,010	880	1,870	2,150	1,950	300	340	290	320	430	440
May	1,020	1,070	890	2,850	3,100	2,390	310	360	280	250	300	320
June	1,150	1,150	1,090	3,630	3,720	3,870	300	350	360	290	290	400
July	970	1,060	1,050	3,180	3,190	4,130	260	290	380	300	270	450
August	950	930	1,150	3,160	3,200	4,690	290	360	420	260	340	500
September	890	1,160	1,230	3,280	3,880	4,340	310	340	340	360	400	580
October	1,040	1,250	1,210	3,640	3,560	4,150	300	340	360	390	440	580
November	1,020	1,090	1,140	2,820	3,020	3,800	340	330	350	410	440	470
December	1,160	1,340	1,540	1,860	2,130	2,720	360	450	490	490	560	610
Annual Total	10,570	11,890	11,990	30,650	32,920	37,270	3,520	3,920	4,070	3,870	4,520	5,540
	Restaurants			Coal & Wood Dealers			Drug Stores					
	1948	1949	1950	1948	1949	1950	1948	1949	1950			
January	1,540	1,640	1,740	1,410	1,550	1,800	920	950	950			
February	1,360	1,590	1,660	1,270	1,570	1,410	910	940	1,120			
March	1,650	1,930	1,950	1,220	1,190	1,170	970	1,040	1,050			
April	1,770	2,210	2,200	780	630	890	970	1,110	1,060			
May	1,950	2,200	2,370	640	570	560	1,050	1,070	1,130			
June	1,680	2,190	2,230	650	640	520	1,040	1,070	1,080			
July	1,850	2,170	2,390	640	630	580	1,080	1,090	1,080			
August	1,590	1,930	2,220	910	720	970	1,070	1,140	1,130			
September	1,990	2,330	2,430	1,140	1,390	1,370	1,110	1,130	1,150			
October	2,180	2,470	2,670	1,330	1,410	1,650	1,160	1,110	1,130			
November	1,860	2,080	2,390	1,240	1,210	1,590	1,050	1,030	1,120			
December	1,830	2,130	2,240	1,370	1,430	1,720	1,500	1,490	1,580			
Annual Total	21,250	24,870	26,490	12,600	12,940	14,230	12,830	13,170	13,580			
	Jewellery Stores			Tobacco Stores			All Other Trades					
	1948	1949	1950	1948	1949	1950	1948	1949	1950			
January	200	250	220	100	90	90	4,110	4,780	5,130			
February	190	230	230	90	90	100	4,140	4,640	4,920			
March	260	340	290	100	100	100	5,070	5,920	6,230			
April	240	350	290	100	110	110	6,100	8,830	7,670			
May	320	320	270	100	100	100	7,970	7,730	7,740			
June	320	380	330	100	110	100	7,910	8,090	8,270			
July	300	330	300	100	100	90	7,380	7,720	7,940			
August	290	350	330	100	100	100	7,750	9,410	9,750			
September	350	390	420	100	110	100	7,830	8,270	9,270			
October	380	420	360	110	110	100	7,330	7,590	8,450			
November	380	450	400	100	110	100	6,750	6,920	8,500			
December	950	1,040	950	160	160	160	7,320	7,740	9,070			
Annual Total	4,180	4,850	4,390	1,260	1,290	1,250	79,660	87,640	92,940			

MERCHANDISING AND SERVICES

TABLE 4. Saskatchewan — Estimated Retail Trade — by Kinds of Business and Months, 1948, 1949 and 1950
(in thousands of dollars)

Month	Total All Trades			Grocery and Combination Stores			Meat Stores			Country General Stores		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January	25,370	26,620	27,500	2,980	3,100	3,220	470	520	490	4,480	4,940	4,550
February	20,720	25,340	25,990	2,680	3,120	3,320	420	500	470	3,910	4,420	4,090
March	28,060	34,110	38,590	2,890	3,490	3,740	510	600	560	4,820	5,560	5,260
April	32,150	48,440	42,480	3,160	3,910	3,940	580	710	630	5,170	7,320	5,660
May	43,450	45,620	51,490	3,500	4,000	4,180	680	720	680	6,890	6,910	6,650
June	44,030	46,990	49,500	3,660	4,070	4,710	760	760	730	6,750	7,030	7,090
July	44,910	46,130	48,700	3,900	4,310	4,450	800	700	650	7,130	7,230	6,860
August	43,070	54,200	61,890	3,790	4,120	4,560	760	740	700	7,060	8,010	7,570
September	47,380	53,890	56,270	4,120	4,490	4,780	830	840	900	8,160	8,980	8,720
October	49,090	54,260	52,620	4,120	4,310	4,340	930	800	830	7,900	9,190	7,620
November	40,630	41,300	47,250	3,610	3,920	4,280	770	740	810	6,710	7,030	7,110
December	39,710	42,560	46,620	3,940	4,400	4,910	750	670	770	7,380	8,570	8,120
Annual Total	458,570	519,460	548,900	42,440	47,240	50,430	8,260	8,300	8,220	76,360	85,190	79,300
	Department Stores			Variety Stores			Motor Vehicle Dealers			Garages and Filling Stations		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January	2,060	2,330	2,400	260	240	210	2,950	2,800	4,400	1,160	1,250	1,270
February	1,910	2,250	2,190	270	270	270	1,900	2,270	4,450	880	1,180	840
March	3,340	3,810	3,780	320	310	310	3,850	4,730	9,810	1,190	1,680	1,270
April	3,490	4,300	3,220	310	410	360	4,370	7,520	9,390	1,810	3,500	2,010
May	3,400	3,570	3,390	370	370	360	6,200	6,490	10,700	3,710	3,620	3,170
June	3,080	3,360	3,200	380	380	380	5,630	5,840	10,520	4,160	4,300	3,210
July	2,290	2,490	2,390	390	400	360	4,920	6,300	10,650	3,970	4,530	3,890
August	2,420	2,570	2,670	360	360	380	4,440	6,820	11,870	4,450	6,000	5,660
September	4,440	4,770	3,700	360	380	350	5,660	7,060	11,030	3,690	5,170	4,240
October	5,120	5,200	4,910	470	470	410	5,570	6,000	9,620	3,640	4,610	3,640
November	4,800	4,410	5,160	470	470	440	5,030	4,670	8,650	2,510	2,760	2,510
December	5,230	5,740	5,510	760	800	820	3,560	3,380	6,490	1,860	2,280	1,850
Annual Total	41,580	44,800	42,320	4,720	4,860	4,650	54,080	63,880	107,580	33,030	40,880	33,560
	Men's Clothing Stores			Family Clothing Stores			Women's Clothing Stores			Shoe Stores		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January	320	310	310	540	610	620	410	510	450	100	100	80
February	230	230	250	440	510	480	290	460	460	60	90	90
March	330	310	340	520	770	580	450	610	610	100	110	110
April	390	500	420	670	1,130	740	510	970	730	110	200	150
May	430	440	410	910	1,090	780	590	690	690	170	170	160
June	420	460	460	860	940	870	420	580	640	170	190	180
July	340	330	320	700	710	690	450	510	510	170	170	150
August	300	280	420	550	620	590	430	580	710	130	130	130
September	480	480	550	910	890	1,110	630	640	720	160	180	150
October	650	600	720	1,390	1,430	1,760	890	890	780	200	190	170
November	580	510	750	1,150	1,040	1,580	670	610	630	170	140	160
December	640	670	910	1,120	1,340	1,270	610	720	710	160	180	160
Annual Total	5,110	5,120	5,860	9,760	11,080	11,070	6,350	7,770	7,640	1,700	1,850	1,690

RETAIL TRADE

TABLE 4. Saskatchewan - Estimated Retail Trade - by Kinds of Business and Months, 1948, 1949 and 1950
(in thousands of dollars)

Month	Hardware Stores			Lumber and Building Materials Dealers			Furniture Stores			Appliance & Radio Dealers		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January	710	670	580	1,260	1,360	1,460	190	180	130	240	150	180
February	590	870	590	1,040	1,320	1,410	140	170	150	230	260	170
March	800	1,040	810	1,240	1,370	1,510	170	220	230	290	290	320
April	1,180	1,550	1,030	1,420	1,900	1,670	210	290	220	300	430	400
May	1,600	1,400	1,330	2,350	2,840	2,670	250	230	180	290	270	170
June	1,410	1,580	1,520	3,110	3,090	3,260	220	260	220	320	370	300
July	1,350	1,380	1,160	3,050	3,190	3,240	220	230	200	280	390	290
August	1,610	1,440	2,090	2,840	3,120	4,140	240	250	260	280	260	440
September	1,410	1,480	1,430	3,020	3,370	3,130	230	290	280	420	380	370
October	1,540	1,530	1,430	3,540	4,020	3,500	330	350	290	490	450	370
November	1,410	1,310	1,360	2,840	3,050	2,980	300	330	250	290	230	320
December	1,420	1,410	1,350	1,480	1,800	1,900	290	320	310	520	350	290
Annual Total	15,030	15,660	14,680	27,190	30,430	30,870	2,790	3,120	2,720	3,950	3,830	3,620
	Restaurants			Coal & Wood Dealers			Drug Stores					
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January	1,060	1,050	1,040	700	810	1,200	650	700	730			
February	990	980	1,070	780	860	1,020	600	670	710			
March	1,130	1,250	1,280	850	590	870	630	800	850			
April	1,230	1,450	1,390	600	300	440	670	840	810			
May	1,310	1,360	1,450	430	260	370	770	780	850			
June	1,420	1,510	1,550	650	410	390	690	750	840			
July	1,570	1,790	1,720	410	270	350	690	760	820			
August	1,480	1,690	1,700	540	430	570	730	800	850			
September	1,460	1,620	1,580	720	720	700	720	860	950			
October	1,590	1,650	1,530	920	980	1,060	850	850	960			
November	1,360	1,440	1,390	850	770	1,100	750	790	890			
December	1,290	1,390	1,370	900	950	1,150	1,000	1,060	1,180			
Annual Total	15,890	17,180	17,070	8,350	7,350	9,220	8,750	9,660	10,440			
	Jewellery Stores			Tobacco Stores			All Other Trades					
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January	90	80	120	140	180	160	4,600	4,730	3,900			
February	60	70	120	130	170	160	3,170	4,670	3,680			
March	70	90	130	140	190	170	4,420	6,290	6,050			
April	80	90	140	150	200	180	5,740	10,920	8,950			
May	90	110	190	170	190	190	9,340	10,110	12,920			
June	110	110	180	160	190	200	9,650	10,810	9,050			
July	90	100	170	160	200	190	11,940	10,140	9,640			
August	100	110	170	160	200	190	10,400	15,670	16,220			
September	140	110	200	170	190	200	9,650	10,990	11,180			
October	120	120	180	170	190	190	8,660	10,430	8,310			
November	140	150	210	160	190	190	6,060	6,740	6,480			
December	370	410	610	230	260	300	6,200	5,860	6,640			
Annual Total	1,460	1,550	2,420	1,940	2,350	2,320	89,830	107,360	103,020			

MERCHANDISING AND SERVICES

TABLE 4. Alberta — Estimated Retail Trade — by Kinds of Business and Months, 1948, 1949 and 1950
(in thousands of dollars)

Month	Total All Trades			Grocery and Combination Stores			Meat Stores			Country General Stores		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January	38,650	43,790	43,080	4,350	4,840	5,480	880	1,050	1,080	3,990	4,100	4,300
February	31,500	39,310	45,650	3,790	4,550	5,500	760	930	1,040	3,450	3,950	4,260
March	41,670	52,210	57,220	4,260	5,070	6,230	860	1,100	1,230	4,310	4,770	4,800
April	42,320	59,490	59,400	4,540	5,600	6,190	970	1,210	1,190	4,370	5,680	4,860
May	49,450	57,310	63,240	4,860	5,470	6,500	1,010	1,090	1,290	5,140	5,360	5,550
June	52,140	57,830	65,180	5,020	5,750	6,980	1,090	1,030	1,190	5,390	5,530	6,010
July	51,500	57,280	65,020	5,380	5,890	6,750	1,140	1,110	1,110	5,480	5,480	5,670
August	52,620	58,620	71,760	5,310	5,720	6,830	1,130	1,150	1,390	5,650	5,680	5,940
September	53,690	60,370	70,380	5,530	5,950	6,820	1,180	1,240	1,450	6,020	6,240	6,550
October	58,980	64,570	66,320	5,660	5,920	6,610	1,350	1,320	1,440	6,400	6,560	6,040
November	56,670	57,750	65,910	5,350	5,660	6,720	1,210	1,200	1,540	5,730	5,370	5,970
December	62,810	64,090	74,530	5,870	6,370	7,690	1,460	1,460	1,630	6,470	6,650	6,790
Annual Total	592,000	673,120	747,690	59,920	66,790	78,300	13,040	13,890	15,580	62,400	65,370	66,740
	Department Stores			Variety Stores			Motor Vehicle Dealers			Garages and Filling Stations		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January	2,790	3,170	3,390	370	380	350	4,560	4,190	4,340	2,220	2,040	2,200
February	2,500	3,140	3,380	360	410	430	3,000	3,900	6,030	1,800	1,950	2,550
March	4,130	4,940	4,810	460	510	510	4,640	6,360	8,040	2,110	2,510	2,670
April	3,850	4,870	4,500	440	630	630	4,860	7,830	8,490	2,420	2,810	2,980
May	3,870	4,360	4,570	480	570	610	5,380	7,530	7,480	2,750	2,810	3,070
June	3,740	4,210	4,420	500	580	670	5,620	6,950	8,610	3,030	2,930	2,880
July	3,270	3,570	3,830	510	620	630	5,320	7,340	8,810	3,690	3,170	3,830
August	3,640	3,780	4,270	480	570	580	4,790	6,190	8,820	3,260	3,270	3,900
September	4,830	5,070	5,260	470	570	600	5,790	7,370	9,280	3,130	3,040	3,240
October	5,730	6,300	6,300	590	680	660	6,480	7,920	8,530	3,300	3,000	3,110
November	5,880	5,440	6,590	730	700	730	6,320	6,310	8,670	2,700	2,290	2,590
December	6,890	7,610	7,860	1,280	1,330	1,410	6,450	5,850	8,480	2,800	2,390	2,940
Annual Total	51,120	56,460	59,180	6,670	7,550	7,810	63,210	77,740	95,580	33,210	32,210	35,960
	Men's Clothing Stores			Family Clothing Stores			Women's Clothing Stores			Shoe Stores		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January	730	770	830	370	400	370	730	1,010	810	190	190	230
February	550	550	630	320	400	440	500	690	760	110	170	200
March	660	880	740	470	540	480	760	1,110	980	180	260	270
April	670	1,020	990	530	740	600	900	1,530	1,040	210	390	390
May	800	970	940	610	610	590	1,040	1,250	1,110	250	320	380
June	820	1,010	990	590	590	680	840	1,110	1,080	260	350	420
July	760	880	790	550	570	630	820	1,170	1,030	260	330	330
August	660	680	690	520	510	580	790	970	950	250	340	340
September	860	910	890	580	600	750	1,010	1,070	1,000	240	300	310
October	1,140	1,320	1,010	850	790	850	1,300	1,220	1,130	280	360	340
November	1,060	1,040	1,190	820	640	930	1,230	1,130	1,050	250	280	340
December	1,510	1,710	1,730	900	930	1,020	1,320	1,530	1,450	310	390	390
Annual Total	10,220	11,740	11,420	7,110	7,320	7,920	11,240	13,790	12,390	2,790	3,680	3,940

TABLE 4. Alberta - Estimated Retail Trade - by Kinds of Business and Months, 1948, 1949 and 1950
(in thousands of dollars)

Month	Hardware Stores			Lumber and Building Materials Dealers			Furniture Stores			Appliance & Radio Dealers		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January	1,400	1,460	1,390	1,780	1,890	1,730	730	680	530	520	1,000	840
February	1,210	1,460	1,450	1,430	1,710	1,980	540	540	720	440	880	830
March	1,520	1,920	2,000	1,700	2,380	2,630	630	690	750	420	860	790
April	1,640	2,450	2,380	1,840	2,970	2,900	780	780	700	410	780	770
May	2,260	2,470	2,600	2,370	3,590	3,860	720	730	700	400	770	730
June	2,260	2,410	2,590	3,340	3,910	4,640	700	730	710	340	690	610
July	1,920	1,990	2,300	3,200	3,420	4,390	670	670	660	370	740	640
August	2,200	2,610	3,260	3,660	3,900	4,900	710	740	880	420	780	760
September	2,380	2,470	3,260	3,480	3,720	4,050	750	850	880	530	990	1,070
October	2,390	2,560	2,540	3,830	3,920	4,410	1,140	970	920	690	1,150	1,280
November	2,370	2,280	2,490	3,660	3,350	3,410	1,010	960	840	650	1,330	1,530
December	2,950	2,880	3,280	2,150	2,350	2,430	890	960	890	720	1,290	1,420
Annual Total	24,500	26,960	29,540	32,440	37,110	41,330	9,270	9,200	9,180	5,910	11,260	11,320
	Restaurants			Coal and Wood Dealers			Drug Stores					
	1948	1949	1950	1948	1949	1950	1948	1949	1950			
January	2,090	2,110	2,050	230	320	230	980	970	1,020			
February	1,390	1,790	2,050	120	310	150	860	940	1,050			
March	2,120	2,340	2,430	120	130	90	960	1,050	1,140			
April	2,000	2,550	2,580	100	70	40	950	1,040	1,130			
May	2,050	2,610	2,800	100	90	60	960	1,000	1,110			
June	2,220	2,500	2,740	100	80	40	950	980	1,150			
July	2,730	3,020	3,420	100	50	20	970	960	1,060			
August	2,710	2,630	3,020	130	70	40	940	970	1,050			
September	2,510	2,790	3,140	170	120	60	1,030	1,030	1,200			
October	2,670	2,690	2,690	210	210	140	1,110	1,070	1,160			
November	2,470	2,570	2,780	250	240	210	980	980	1,100			
December	2,470	2,320	2,750	250	260	220	1,460	1,450	1,720			
Annual Total	27,930	29,920	32,450	1,880	1,950	1,300	12,150	12,440	13,890			
	Jewellery Stores			Tobacco Stores			All Other Trades					
	1948	1949	1950	1948	1949	1950	1948	1949	1950			
January	240	230	290	190	230	250	9,310	12,760	11,370			
February	170	170	280	180	220	240	7,520	10,650	11,680			
March	210	210	330	160	190	200	10,990	14,390	16,100			
April	210	280	350	200	240	270	10,430	16,020	16,420			
May	240	270	410	210	230	260	13,950	15,210	18,620			
June	260	270	400	210	240	250	14,860	15,980	18,120			
July	270	300	420	200	220	210	13,890	15,780	18,490			
August	280	320	430	180	210	210	14,910	17,530	22,920			
September	310	290	450	220	240	250	12,670	16,010	19,870			
October	320	320	410	240	250	250	13,300	16,040	16,500			
November	300	450	400	240	260	250	13,460	15,270	16,530			
December	850	1,090	1,130	370	440	400	15,440	14,930	18,900			
Annual Total	3,660	4,200	5,300	2,600	2,970	3,040	150,730	180,570	205,520			

MERCHANDISING AND SERVICES

TABLE 4. British Columbia - Estimated Retail Trade - by Kinds of Business and Months, 1948, 1949 and 1950
(in thousands of dollars)

Month	Total All Trades			Grocery and Combination Stores			Meat Stores			Country General Stores		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January.....	62,610	62,050	62,510	9,140	9,390	10,390	2,440	2,490	2,380	2,250	2,180	2,260
February.....	55,000	56,730	67,320	8,430	9,070	10,330	2,250	2,430	2,210	2,180	2,270	2,220
March.....	68,160	74,650	83,440	9,400	10,000	11,470	2,280	2,620	2,370	2,490	2,530	2,530
April.....	72,100	81,640	83,320	9,590	10,390	11,260	2,370	2,720	2,440	2,540	2,500	2,490
May.....	72,150	81,340	88,730	9,800	9,690	11,210	2,430	2,450	2,360	2,610	2,680	2,770
June.....	74,000	80,540	95,960	9,760	10,310	12,210	2,390	2,570	2,560	2,810	2,750	3,020
July.....	74,200	84,140	97,570	10,390	10,380	11,740	2,450	2,500	2,380	3,050	3,320	3,470
August.....	74,110	81,500	98,460	9,760	10,050	11,630	2,450	2,490	2,450	3,010	3,390	3,610
September.....	74,100	81,500	95,910	9,920	10,180	11,250	2,280	2,400	2,530	3,100	2,640	3,530
October.....	78,310	83,470	91,690	10,480	10,440	11,290	2,710	2,650	2,660	2,950	2,850	2,940
November.....	76,400	78,460	88,560	10,440	10,230	11,360	2,520	2,490	2,610	3,180	2,960	3,370
December.....	89,700	94,010	107,550	11,660	11,940	13,150	3,170	3,360	3,360	3,240	3,130	3,470
Annual Total...	870,840	940,030	1,061,020	118,770	122,070	137,290	29,740	31,170	30,310	33,410	33,400	35,680
	Department Stores			Variety Stores			Motor Vehicle Dealers			Garages and Filling Stations		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January.....	6,200	6,530	6,290	480	450	350	9,140	8,400	12,080	3,400	3,190	2,300
February.....	5,950	6,400	6,750	480	470	440	6,090	6,890	16,340	2,970	3,070	2,450
March.....	8,060	8,870	8,340	590	540	500	9,540	11,830	22,020	3,370	4,100	3,140
April.....	8,220	9,160	8,560	550	630	580	10,570	15,130	19,580	3,670	4,190	3,070
May.....	8,190	8,860	9,120	560	580	560	9,720	15,950	21,370	3,780	4,640	3,860
June.....	7,660	8,210	8,920	550	590	560	9,780	14,470	25,820	4,370	4,800	3,680
July.....	7,290	7,760	8,300	590	610	540	8,130	16,540	27,560	4,210	5,310	4,400
August.....	8,020	8,180	8,680	580	580	580	7,670	13,300	25,480	4,110	4,900	4,560
September.....	8,850	9,220	10,040	540	580	600	8,960	14,670	23,830	3,900	4,430	3,820
October.....	9,740	10,390	10,890	700	640	590	10,440	14,790	22,560	4,470	4,630	3,640
November.....	10,810	10,290	11,430	720	640	630	9,610	13,760	20,060	3,940	4,380	3,600
December.....	13,480	14,990	15,640	1,510	1,440	1,590	8,610	11,130	20,120	3,620	4,260	3,770
Annual Total...	102,470	108,860	112,960	7,850	7,750	7,520	108,260	156,860	256,820	45,810	51,900	42,290
	Men's Clothing Stores			Family Clothing Stores			Women's Clothing Stores			Shoe Stores		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January.....	1,130	970	990	1,120	1,200	1,050	1,680	1,710	1,390	630	510	460
February.....	1,010	930	860	880	880	770	1,360	1,250	1,290	590	400	400
March.....	1,210	1,250	950	1,020	1,140	900	2,170	2,350	1,990	680	660	550
April.....	1,330	1,380	1,090	1,360	1,670	1,490	2,160	2,460	2,060	780	790	680
May.....	1,310	1,300	1,120	1,230	1,310	1,320	2,160	2,320	2,040	820	800	670
June.....	1,410	1,310	1,360	1,360	1,320	1,450	2,020	1,860	2,030	840	700	710
July.....	1,250	1,410	1,130	1,370	1,330	1,430	1,830	1,820	1,880	820	710	640
August.....	1,300	1,230	1,220	1,340	1,330	1,490	1,810	1,740	1,740	760	630	600
September.....	1,380	1,430	1,350	1,290	1,290	1,500	1,950	1,920	2,000	830	750	750
October.....	1,710	1,560	1,460	1,370	1,310	1,400	2,230	2,230	1,970	820	730	670
November.....	1,640	1,220	1,490	1,310	1,180	1,370	2,020	1,840	1,910	750	600	620
December.....	2,320	2,170	2,230	2,140	1,990	2,210	2,900	3,080	3,050	960	940	860
Annual Total...	17,000	16,160	15,250	15,790	15,950	16,380	24,290	24,580	23,350	9,280	8,220	7,610

TABLE 4. British Columbia - Estimated Retail Trade - By Kinds of Business and Months, 1948, 1949 and 1950
(in thousands of dollars)

Month	Hardware Stores			Lumber and Building Materials Dealers			Furniture Stores			Appliance & Radio Dealers		
	1948	1949	1950	1948	1949	1950	1948	1949	1950	1948	1949	1950
January	1,220	1,110	910	1,570	1,650	1,390	1,150	960	790	820	650	700
February	1,190	1,060	1,020	1,370	1,400	1,820	1,120	1,020	940	660	550	670
March	1,420	1,430	1,300	1,810	2,370	2,740	1,360	1,360	1,160	860	790	840
April	1,660	1,680	1,450	2,110	2,410	2,730	1,490	1,380	1,290	890	780	920
May	1,670	1,800	1,680	2,030	2,600	3,040	1,350	1,270	1,330	910	760	1,000
June	1,790	1,720	1,800	2,250	2,640	3,380	1,390	1,280	1,360	850	750	1,030
July	1,580	1,690	1,800	1,920	2,390	2,900	1,120	1,210	1,410	790	630	1,100
August	1,640	1,690	1,740	2,180	2,900	3,470	1,350	1,340	1,520	650	640	990
September	1,650	1,850	2,050	2,190	2,960	3,280	1,220	1,290	1,660	730	800	1,240
October	1,800	1,850	1,780	2,150	2,910	3,240	1,430	1,520	1,520	920	800	1,200
November	1,750	1,630	1,760	2,110	2,610	2,970	1,370	1,470	1,190	950	840	760
December	2,140	2,190	2,310	1,370	1,990	2,110	1,530	1,700	1,690	1,080	1,210	1,150
Annual Total	19,510	19,700	19,600	23,060	28,830	33,070	15,880	15,800	15,860	10,110	9,200	11,600
	Restaurants			Coal & Wood Dealers			Drug Stores					
	1948	1949	1950	1948	1949	1950	1948	1949	1950			
January	3,250	3,470	3,200	1,050	1,220	1,230	1,600	1,610	1,610			
February	3,000	3,020	3,000	800	1,030	1,000	1,540	1,540	1,540			
March	3,280	3,550	3,410	960	820	950	1,640	1,690	1,700			
April	3,190	3,610	3,400	750	560	690	1,560	1,690	1,650			
May	3,490	3,790	3,500	600	540	690	1,590	1,620	1,670			
June	3,400	3,830	3,620	460	460	580	1,590	1,560	1,700			
July	4,020	4,490	4,100	540	420	550	1,620	1,600	1,700			
August	4,150	4,730	4,380	870	680	830	1,560	1,580	1,700			
September	3,740	4,300	3,990	970	870	880	1,650	1,610	1,710			
October	3,470	3,780	3,580	850	900	990	1,630	1,570	1,670			
November	3,240	3,310	3,280	1,090	850	1,200	1,590	1,630	1,650			
December	3,470	3,530	3,530	1,340	960	990	2,260	2,240	2,360			
Annual Total	41,680	45,410	42,990	10,300	9,310	10,580	19,830	19,940	20,660			
	Jewellery Stores			Tobacco Stores			All Other Trades					
	1948	1949	1950	1948	1949	1950	1948	1949	1950			
January	490	470	450	620	640	610	13,230	13,250	11,680			
February	440	430	530	590	630	620	12,100	11,990	12,120			
March	550	650	550	630	690	630	14,860	15,410	15,400			
April	580	720	580	590	680	630	16,140	17,110	16,680			
May	610	670	680	630	640	620	16,660	17,070	18,120			
June	690	750	760	620	640	640	17,990	18,020	18,770			
July	680	790	730	650	690	670	19,900	18,540	19,140			
August	880	880	870	640	670	670	19,380	18,570	20,250			
September	690	770	940	590	650	630	17,670	16,690	18,330			
October	640	690	710	620	660	640	17,180	16,570	16,290			
November	710	800	620	590	630	620	16,060	15,100	15,860			
December	1,780	2,040	2,040	810	830	860	20,310	18,890	21,060			
Annual Total	8,740	9,660	9,660	7,580	8,050	7,840	201,480	197,210	203,700			

APPENDIX 1. SUMMARY OF ESTIMATION METHODS

The sales estimates appearing in the preceding tables are a composite of separate estimates obtained for chain and independent stores, both of which are described below.

Chain Stores

A sample providing for approximately 90% coverage in each trade and province was used. Stores are classified individually rather than according to the trade class of the whole chain company. Monthly reports are being supplied by a total of 290 chain companies operating some 5,100 stores.

Independent Stores

All independent retail businesses listed in 1941 Census records were grouped according to:

- (i) kind of business
- (ii) province
- (iii) size of business (based on 1941 sales)

Sample stores were selected in ratios calculated to give representation to each class of store. A lower proportion of stores was chosen in Ontario and Quebec where the density of retail businesses is greatest. Similarly, selection ratios were such

that a small proportion of stores in the lower sales-size categories was used and progressively larger proportions as the sales-size increased. Random selection methods were used.

Stores included in the sample were required to report monthly sales figures from January, 1947 onwards. The 1941-1947 trend in sales of all sample stores within each kind-province-size category was applied to the total 1941 sales of all stores within that category in order to arrive at 1947 estimates of sales. Seasonal patterns were developed from the information supplied by the sample stores and applied to the total estimated annual sales in order to obtain monthly estimates. Results for the different size categories are not published separately, since these were used only to give proper recognition to the variable trends by size of business.

Monthly estimates for years subsequent to 1947 are obtained by applying the monthly percentage changes (1949 of 1948 and 1950 of 1949), to the 1948 and 1949 estimates for the corresponding month.

A sample of 7,200 independent stores is now reporting to the Bureau each month. Reports are also received from 31 departmental firms.

Adjustments for the Effect of Changes in the Number of Stores and Kind of Business

Some retail firms which were in operation in 1941 have since gone out of business and their premises are not now occupied by a retail establishment. These have been treated as "store deaths", and the estimates have been lowered to account for them.

On the other hand, many new firms have come into existence since 1941 and these are regarded as "store births". A measurement of sales of these was made for each year and the volume has been incorporated in the revised estimates contained in this report.

Following is the method used in carrying out the "store death" and "store birth" adjustments:

Store Deaths

A measurement of the number of retail establishments which have ceased to exist since the 1941 Census was obtained for 1948 to 1950 from an original constant sample of 6,500 stores. Since this

sample represented all stores in existence in 1941, it was possible, by determining the proportion represented by the closed stores, to adjust sales estimates accordingly. This was done, by kind of business and province, for 1948 to 1950.

Store Births

An area sample was used as the basis for estimating new stores. The sample covered approximately 10% of urban and 5% of rural areas. All stores in the selected areas were enumerated and those which had not existed in 1941 were identified. Sales figures of these "store births" were obtained and inflated according to their approximate sampling ratios.

Store Changes

A measurement of the changes in the kind of business operated was obtained from the original constant sample as in "store death" measurements, and sales estimates were adjusted accordingly.

APPENDIX 2. DESCRIPTION OF TRADE CLASSIFICATIONS

To clarify the limits of the classifications used throughout this report the following descriptions are presented:

Grocery and Combination Stores: This group includes stores specializing in the sale of groceries and those which handle groceries and fresh meat,

provided meat sales are less than 20% of total sales.

Country General Stores: Under this classification are included all stores carrying a general line of merchandise and operating in communities of less than 2,000 population.

Department Stores: Stores carrying a general and complete line of merchandise, located in the larger communities and having large aggregate sales volumes. The commodity range of goods sold generally includes men's and women's apparel, piece goods, toiletries, household equipment and furnishings, hardware, smallwares and food.

Motor Vehicle Dealers: Includes all automotive firms selling new motor vehicles. They may also retail used cars, farm machinery and tractors, or operate a repair garage in connection with the business. Used car dealers are not included.

Garages and Filling Stations: Includes those establishments where the sale of oil products, accessories and parts is the primary function of the business. Where the repair of motor vehicles

exceeds sales of the commodities mentioned, the business is not included in the retail trade.

Women's Clothing Stores: This trade classification is comprised of all ladies' ready-to-wear stores. Hosiery and lingerie specialty stores are also included in this group, but furriers, millinery shops and other women's specialty stores are included in the "All other trades" group.

Appliances and Radio Stores: All stores trading mainly in household appliances and radios are included under this classification.

All Other Trades: This includes all those stores whose activity does not place them in one of the twenty other classifications covered in this bulletin.

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